

“The new eZ-inkjet prints with double the quality and uses half the ink, what is there not to like ?” Walter Garcia, Operations Manager

The logo for Mad Card Factory, featuring the words "mad factory" in a lowercase, sans-serif font. The text is white and is set against a solid yellow rectangular background.

The Leader in the Card Industry

Mad Card Factory, a division of Mad Studios Company, is a leader in the manufacturing + fulfillment + mailing of phone cards, gift cards, loyalty cards based in South Florida.

Mad Card Factory has been running Datacard/CPST lines for many years with DOD GT64 inkjets for high volume card personalization. “With over a decade of Card Personalization experience, we want to be ahead of the curve in inkjet technology and we want to continuously improve our cost structure. I can only say the eZ-inkjet blew away our expectations since it was installed 6 weeks ago. We can print consistent high quality text and barcodes with this 600 dpi inkjet using only half as much ink as before. The inkjet head easily fits into the existing machine and operations as it is integrated into the familiar GT controller. The ink adhesion to our substrates was not only kept but enhanced with the UBLNL28 ink. Next, we will go to LED curable to save on electricity and to preserve the environment”, said Walter Garcia, Operations Manager of Mad Card Factory.

For more information, contact Walter Garcia, Mad Card Factory at 786-212-1425.

600 instead of 300 dpi, field replaceable heads

“Mad Card Factory was a natural fit to test our new inkjet, they are innovative, they run the lines at the highest production rates, they have cameras and barcode graders checking the quality of every product in real-time, they want the best adhesion on their cards, and they are located in our state”, said Markus Portmann, president of Graph-Tech USA.

“The new eZ-inkjet is made in our factory in Florida, we are even planning a ‘build your own first inkjet’ program so that a customer becomes an expert and fully independent with the eZ-inkjet. The higher print resolution allowing micro-text, lower cost of ownership, field-replaceable heads, and seamless integration with the GT controller makes replacing the GT64 for an eZ-inkjet a no-brainer” continues Markus Portmann.

The eZ-inkjet is a 2.13” or 4.26” print width DOD inkjet with 600 dpi native resolution, especially made to print variable information on mail, labels, cards, tags, and any other surface. It will be shown at the coming DRUPA 2016 (#15C54-7) in Germany, the biggest print show in the world, and at GraphExpo 2016, taking place this fall in Orlando.

For more information, call Bill Strater 772-569-0066 x 310 or email bill@graphtech.us