

### OVERVIEW

**Customer:** Travel Tags, a Division of Taylor Corporation, with 30 years of printing experience.

**Challenge:** Increase ink adhesion and product appearance with Drop On Demand technology on the newer environmentally friendly card constructions.

**Solution:** DPST (Digital Printing Solutions & Technologies).

**Results:** Using DPST Inks and Services, Travel Tags produces a wider variety of cards with superior ink adhesion and appearance at a lower price per card and fewer repairs.

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### The Leader in Card and Specialty Printing

With more than 30 years of experience, Travel Tags is a leader in developing unique, innovative solutions for specialty and dimensional printing and related services. Travel Tags, a Division of Taylor Corporation, specializes in printing on plastics and other unique substrates. As a leader in the plastic card industry, printing millions of gift cards, loyalty cards, membership cards, and prepaid phone cards for the world's top card issuers, Travel Tags is also leading the industry in the development of environmentally-friendly card constructions.

Travel Tags recently improved card personalization quality and durability while reducing cost per card with the addition of DPST Inks for use on DOD inkjets for high volume card personalization. DPST offers many digital printing solutions for the card and label industry, including Drop On Demand inks and custom ink solutions for various inkjets. "With over a decade of Card Personalization experience, the team at Digital Printing Solutions & Technologies understands the obstacles overcome to date, and the challenges ahead for the card industry", said Mark Luger, Operations Director of Travel Tags.

### Enhanced product offering and diversity

With DPST Certified UV Inks (Made in the USA) in card production at Travel Tags, Mark and his staff have experienced a vast improvement in ink adhesion and appearance. The validation process for changing to DPST products included extensive performance and material compatibility testing which was performed by Travel Tags engineers for months prior to the conversion. "DPST certified Inks were tested side by side with the Blun products, which used to be the standard of the card industry. DPST inks were better for adhesion, color density, and ease of use over a wider variety of substrates. We are very pleased with the products provided by DPST, as well as the responsive and efficient solutions they provide". For More Information, contact Mark Luger, Travel Tags at 651-552-3222.

