

From Breakdown to Breakthrough

An HVAC manufacturer finds a new ID system – fast

There is never a good time for a piece of equipment to break down. When Goodman Air Conditioning & Heating had an older ID card printer break down in the midst of a recession, it was particularly important to find a cost-effective replacement quickly. Luckily, Josh Schulmire, HR manager at Goodman Manufacturing, was able to find a solution with ID Wholesaler, an online retailer of photo ID printers and supplies.

CHALLENGE: Find a Cost-Effective Solution ASAP

Goodman Manufacturing is an HVAC manufacturing and distribution company based out of Houston, TX with 155 branches and 5,000 employees across the US and Canada. They have been printing ID badges for over 10 years at their corporate office and at several satellite offices across the country.

With budgets tight, the timing of the printer breakdown wasn't ideal. To remedy the situation, Schulmire researched the costs of a replacement printer. In order to extend the life of their cards, Schulmire wanted to upgrade to dual lamination.

"If price wouldn't have worked, we would have had to outsource," said Schulmire.

After shopping the web, they were glad to find a printer at a good price point at ID Wholesaler. "ID Wholesaler beat everyone on the price," said Schulmire. "We're a very lean company. We operate on a limited budget and price was an important factor."

Schulmire was also pleased with the help he received from his ID Wholesaler account manager, Beth Campbell. "The service was great. Beth really got things done for us quickly," said Schulmire. "She was very personable and friendly."

SOLUTION: Upgrade the ID System



With ID Wholesaler's assistance, Schulmire selected an ID card printer with the dual-side lamination. He also took advantage of a trade-in promotion offered by ID Wholesaler, allowing Goodman to receive a rebate for trading in their old printer for a new model.

In addition to the printer, Schulmire stocked up on supplies, including ID cards. The cards are an important part of their time and attendance program. All cards include a barcode that is used by hourly staff for timekeeping. They print on composite CR8030 cards which can sustain the high heat that occurs during lamination.

Additionally, HID Indala proximity cards are used by corporate staff to control access to sensitive areas, such as employee records.

The cards are displayed on custom retractable badge reels. The reels provide extended reach to easily swipe the cards at the time clock or at the proximity card reader without removing the ID badge from its holder.

For added security, Schulmire is in the process of redesigning their ID cards with a new ID software program, also purchased from ID Wholesaler.



Thank goodness for Goodman.

RESULTS: Maintain the System with an Expert

With the new system up and running, Goodman's ID program is back on track just in time for the busy season. Their employee base fluctuates with seasonal demands. During the busy season, more than 100 cards are printed in a week's time – mostly for temporary employees.

"We're replacing badges at a lesser rate because of the dual lamination," notes Schulmire.

While the breakdown of an older printer wasn't ideal, Goodman's new printer has proven to save the company time and money. Their new card printer allows them to replace badges at a lower cost per card. Also, the lamination is extending the life of the cards and reducing the number of cards that need to be replaced due to wear and tear.

With ID Wholesaler's help, Goodman Manufacturing was able to replace – and even upgrade – an important piece of equipment and all of the supplies necessary to complete their ID badge program, all while staying within their tight budget.

Would Goodman recommend ID Wholesaler to another company? Absolutely, said Schulmire: "Service is great and we love the low price guarantee. ID Wholesaler knows how to take care of their customers."

As always, we're here for you if you have any questions.



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