



A Membership ID Card for Exploring Our Freedom of Expression

High-Performing Card Printer Helps Keep Pace with Membership Program

NEWSEUM

SNAPSHOT

Industry & Application

Museum | Visitor Membership Program

Company Profile

Newseum represents the U.S. history of expression and freedom, shared through a labyrinth of exhibits, galleries and theaters.

Area of improvement

Launch and maintain a membership card issuance program that keeps up with new member and reprint demands.

Identification Solution

The Fargo DTC4500e ID card printer - a high-volume printer built for speed and efficiency.

Outcome

The production of approximately 5,000 cards annually from a dependable printer requiring limited operator interaction. A switch of ribbons that yield a higher output resulted in cost savings to the Newseum budget.

The Newseum's mission is an unwavering and passionate commitment "to free expression and the five freedoms of the First Amendment: religion, speech, press, assembly, and petition. Through exhibits, programs, and education, the Newseum works to ensure that these fundamental freedoms remain strong and protected both today and for future generations."

Prominently located on Pennsylvania Avenue between the White House and the U.S. Capitol, the Newseum's sophisticated and modern structure boasts seven complete floors of interactive exhibits, extensive galleries, and elegant theaters.

CHALLENGE

Implement an efficient membership card program

The Newseum's goal was to issue membership cards that provided exclusive member privileges and benefits. Listening to their initial needs, their dedicated ID Wholesaler Account Manager helped them select the Fargo Persona C30e single-sided ID card printer to print personalized information on pre-printed cards.

Appropriately named the "Press Pass," the membership card features their logo, member information, and a picturesque image of the Newseum on the front. The back of the card includes pre-printed information regarding how the card is to be used, how membership funds are used in support of programs and exhibits, and how to contact the organization.

As the number of memberships steadily grew for the Newseum, it was apparent that a new printer would more effectively manage the substantially higher volume of cards than the C30e printer was able to produce.

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“Having a dedicated representative helped because he offered recommendations and saved us valuable time on research. It was useful to understand the available options, what the printer’s primary benefits were, and having someone helpful was a real bonus!”

- Mandie Middleton, Membership Relations and Operations Coordinator



SOLUTION

A printer upgrade to manage demand

In early 2015, the ID Wholesaler Account Manager recommended an upgrade to the Fargo DTC4500e. But due to budget constraints, the Newseum staff felt the Fargo DTC1250e was the best option. However, after several months of use, Mandie Middleton, Membership Relations and Operations Coordinator, came to realize the DTC1250e printer was not quite keeping pace with the growing card production demand.

Middleton reached out to ID Wholesaler for help, and her Account Manager reviewed the specifications for the DTC4500e, along with outstanding customer reviews. This machine not only printed a higher volume of cards in a much shorter time; it also included a dual-card hopper that enabled considerably less refilling so the printing process was even more convenient and reliable. “Not more than two days later, we had the DTC4500e delivered and ready to print,” Middleton exclaimed.

“Because we print weekly batches of up to 150 cards, I value the high-capacity performance of our new DTC4500e,” explained Middleton. “We really like that the printer ribbons can print up to 500 cards per ribbon; it’s an exceptional benefit for our program, and I’ve come to depend on the high level of quality.”

RESULTS

Trust a leader to consistently deliver results

Although the Newseum still uses their DTC1250e ID card printer, the Fargo DTC4500e is undoubtedly Middleton’s favorite. “While the printer ribbons cost more, they print an increased number of cards per refill, so we are ultimately saving money. A penny saved per card really does add up every year,” says Middleton.

I also appreciate the level of dependability this printer provides. It sits on my desk, and because the card output is considerably larger, I’m not constantly having to grab the cards. Plus it keeps cards in perfect order which helps immensely during the mailing process,” Middleton stated.

When asked whether Middleton and the Newseum would recommend the Fargo DTC4500e, her answer was clear. “So far, yes! It is affordable and has many great benefits. We print roughly 5,000 cards or more annually, and I like being able to depend on the printer’s quality and operation.”

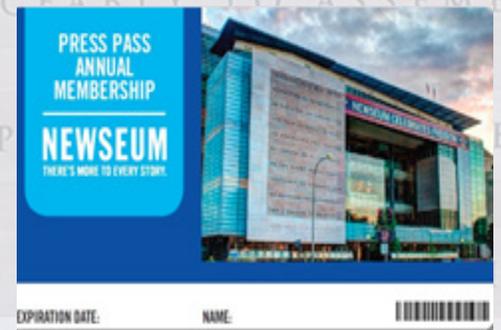


Photo credit: Sam Kittner

Artwork from the Berlin Wall



Fargo DTC4500e



Newseum’s membership card

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