

Guarding Denver's Home Team

Pepsi Center Security protect thousands of fans with the help of ID badges

When you visit a large venue to watch a basketball game or attend a concert, you probably don't think about what strategies are in place to keep you safe.

Jose Aragon, Manager of Pepsi Center Security, does. Pepsi Center, located in Denver, CO, is home to NBA's Denver Nuggets, NHL's Colorado Avalanche, AFL's Colorado Crush, and NLL's Colorado Mammoth. Behind the scenes, Aragon's security team is hard at work to keep the thousands of people who visit the sports and entertainment venue safe.



One of the security team's most important tools: ID cards. The Center's ID cards provide visual identification and access control.

CHALLENGE: Security, the Center's MVP



Since opening in 1999, security has been a top priority; with thousands of people entering the 675,000 square foot building each day, it needs to be. The Center seats up to 20,000 for sporting events and concerts. Plus, Pepsi Center employs about 600 people and about 800 outside vendors.

"With the large number of people entering our facility on a daily basis, there is only one way to control access and know who is in the building at any point of the day – access cards," says Aragon.

SOLUTION: The ID Card System, Another Member of Security

At the heart of Pepsi Center's ID badge program is an ID card system. Due to the high volume of cards, the Center has a number of ID card printers in place.

"The ID card printers interface with our system perfectly," says Aragon. "We made thousands of cards with our first machine. We credit the longevity to regular maintenance. If you take care of the machine, it will take care of you."

They load their printers with standard-sized CR8030 cards with a barcode and HID proximity cards to allow security to know who is in the building at any given time. At many entrance points, upon swiping the card, the cardholder's photo appears on a TV screen. If the photo appears in red, the cardholder has either not been granted access for that time or day, or has an expired badge.

As a result of printing thousands of cards each year, Pepsi Center goes through up to 50 YMCKO ribbons per year! The ribbons allow the Pepsi Center to print full-color cards and crisp barcodes. For added security, the cards are color coded. For example, player cards are blue and photographer cards are yellow. This makes visual identification even easier.

To make sure that the ID badges are highly visible at all times, the Pepsi Center staff and vendors wear the ID badges on custom ID badge lanyards.



RESULTS: ID Wholesaler & Pepsi Center, Partners in Security

To make sure that Pepsi Center's ID card program continues to run strong, Aragon turns to ID Wholesaler. According to Aragon, this is primarily because he trusts and appreciates the advice and assistance he receives from his ID Wholesaler account representative and technical support.

"First and foremost, even more than price, we return for the customer service and knowledge. You can't beat the price anywhere, but service is even more important," says Aragon.

Aragon has also received excellent customer service from ID Wholesaler's tech support team, particularly when they had a recent issue with an ID card printer: "They walked us through each step by phone and it was fixed in no time," says Aragon.

While service is what keeps Aragon coming back to ID Wholesaler, it was the price that initially introduced him to the company: "When I first became security manager, they were purchasing supplies from another vendor and the prices were very expensive. I did research and looked for a less expensive ribbon and found ID Wholesaler. A few dollar cost savings can really add up, especially when you're going through a high volume of ribbons and cleaning kits. ID Wholesaler's low price program guarantees that the Center always receives the best price. Plus, ID Wholesaler offers free shipping on \$100+ orders."

From ordering printers and supplies to technical support, ID Wholesaler has been there to support Aragon and his security team. While security works behind the scenes to keep visitors safe, ID Wholesaler is working behind the scenes to help keep the Pepsi Center's ID badge program running smoothly and cost-effectively.

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

IDWholesaler®
We know ID. **It's what we do.**

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