



Implementing a Plastic Card Innovation to Recognize & Reward Customers

Fashion and jewelry wholesaler thanks customers with branded loyalty card



SWTRADING
ACCESSORY PLAZA

SNAPSHOT

Industry & Application

SW Trading Accessory Plaza | Customer Loyalty Program

Company Profile

In business for over 35 years, SW Trading Accessory Plaza is a family-owned and operated wholesale retailer that sells quality fashion merchandise.

Area of improvement

Implement a loyalty program that reflects the company's appreciation and rewards customer for their continued business.

Identification Solution

The Fargo HDP5000 ID card printer - a high-volume retransfer printer engineered for superior print quality and speed.

Outcome

The production of approximately 5,000 cards annually from a dependable printer requiring

For more than three decades, SW Trading Accessory Plaza in Houston, Texas has operated as a wholesaler of fashion handbags and scarves, luxury jewelry, luggage, and the latest in trendy couture accessories. Since owner Mark Song established the brick-and-mortar company in a 1,000 square foot location in 1982, the family-owned and operated business has grown to five separate stores with a combined total of 55,000 square feet. Additionally, the company has an e-commerce website showcasing their entire inventory of quality merchandise.

Although SW Trading Accessory Plaza sells their merchandise to retail customers, they have a dedicated customer base of more than 15,000 small business wholesale clients.

CHALLENGE

Create a More Distinctive Loyalty Card for Wholesale Clients

When the company first implemented a loyalty program for the wholesale side of the business nearly 10 years ago, they printed SW Trading Accessory Plaza information on standard business cards with a regular inkjet printer. The business cards were then laminated to increase their longevity and use.

As their customer base steadily grew, however, Song realized it was time for a more durable and professional-looking card. He wanted a high-quality printed card that featured the company's branding more prominently for this important client reward and retention initiative.

Another vital requirement for Song included the use of a plastic card that featured his brand's colors and landmark elements already pre-printed on the card stock. In addition, Song wanted a high-performance ID card printer that enabled him to both encode and print barcode information on the back of the cards.

“

“I was really impressed with the HDP5000 printer’s ability to produce exceptionally crisp, sharp barcodes on cards that could easily be scanned and tracked by our POS system.”

- Mark Song, SW Trading & Accessory Plaza Owner



It would prevent having to overhaul his entire point-of-sale (POS) system already in place. This would provide more control and accuracy when managing the customer data he intended to store in the barcodes: the wholesale customer’s name and corresponding account holder identification number. Unfortunately, the identification vendors he sought only offered pre-printed cards with sequentially-numbered barcodes already encoded on them.

SOLUTION

A Multi-Purpose Printer & Pre-printed Loyalty Cards

Ryan Gade, Senior Account Manager at ID Wholesaler, answered Song’s call. “I spent some time with Mark, asking the right questions to get a full understanding of what his card program’s needs were and how to help him achieve his goals,” Gade recalled. “We also talked about the process for encoding and printing barcodes on the pre-printed cards,” Gade said.

“Ryan walked me through everything, detailing the various features of the different printer models,” Song explained. “I finally ended up purchasing the high-definition Fargo HDP5000 single-sided ID card printer, based on Ryan’s recommendation. I was really impressed with this printer’s ability to create crisp, sharp barcodes on cards that could easily be scanned and tracked by our POS system,” Song stated.

Song then asked about card options. He wanted a flexible card option that reflected the distinctive merchandise he sold in his online and offline stores. “I felt our 2-Up Key Tag cards would be perfect for Mark’s wholesale clientele,” Gade said. “They’re perforated and create two separate cards, each with a pre-punched key ring. It allows customers to carry the cards in a pocketbook or wallet with the other affixed to a keychain or lanyard, so they’re an economical choice,” Gade clarified.

RESULTS

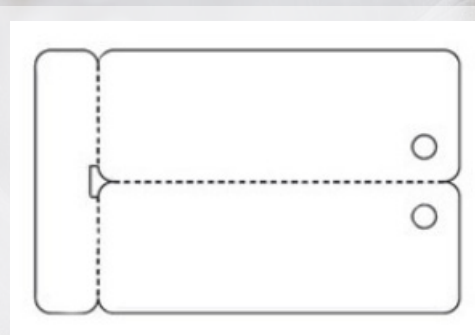
An Integrated Loyalty Program with High-quality Cards

Transitioning from a paper, manually laminated card to a professional-grade, fully branded loyalty card has been a categorical success for SW Trading Accessory Plaza. Song appreciated how simple and fast it was to streamline his new loyalty card program and get in motion with his new printer and cards. “Our new HDP5000 printer was very easy to set up. And working with Ryan was great! He was constantly in touch with me, helping coordinate the entire process of getting the pre-printed cards produced exactly how I wanted them,” Song said.

“My customers have commented many times how much they like the new cards. They look better, last longer and make it easy to track loyalty points.” Song summed his experience up by saying, “ID Wholesaler delivered on everything that SW Trading Accessory Plaza was promised and on time!”



Fargo HDP5000 Card Printer



2-Up Key Tag ID Cards



SW Trading's Loyalty Cards

CONTACT US

(800) 321-4405

IDWholesaler.com

✉ Sales@IDWholesaler.com