

ADVANCING ID CARDS AND SUPPORTING A WORTHY CAUSE

CASE STUDY OVERVIEW



CUSTOMER: Old Thorns Manor Hotel in Hampshire, England — which is comprised of a hotel, bars, restaurants, golf club, spa and health club.

CHALLENGE: Following a complete hotel transformation, the health and golf clubs needed a new ID/membership card printing system that reflected its unique and stylish ambiance.

SOLUTION: The Old Thorns Manor hotel selected the Limited Edition Pink Datacard® SD260™ card printer from DED Limited in support of breast cancer awareness.

RESULTS: The ID/membership card printing system meets the hotel's functional and style requirements while enabling it to support a worthy cause.

THE SOLUTION

- The Limited Edition Pink Datacard® SD260™ card printer
- Offers outstanding print quality, reliability, easy operation and efficiency in a small footprint.
- TrueMatch™ printing technology helps ensure consistent color matching from screen to card, batch after batch.

NEW ID CARDS FOR STYLISH HOTEL

More than just a hotel in Hampshire, England, the Old Thorns Manor offers something for every visitor. A wonderful selection of stylishly decorated rooms accompanies bars and restaurants, and offers a golf club, spa and health club. Also nestled among the rolling hills of the north Hampshire countryside, the golf course at Old Thorns Manor hotel offers fantastic views at every turn, while the luxury health club facility complements its panoramic views over the classic English landscaped course.

Having undergone a complete transformation in recent months, the health club at Old Thorns Manor identified a need to introduce a new ID/membership card printing system to mimic the new, sleek style of the hotel.

SELECTING THE RIGHT SOLUTION

Old Thorns Manor contacted Barcoding Solutions, a company that provides services, advice and products to leading manufacturers around the globe, about the best plastic card printer that would meet their unique requirements. The recommendation was to use the Datacard® SD260 desktop plastic card printer from DED Limited, a UK-based distributor that partners with Datacard Group to help expand the reach of Datacard® desktop ID solutions throughout the Europe, Middle East and Africa (EMEA) region.

At the time of the project, Datacard Group was offering a special initiative to raise awareness for breast cancer — a Limited Edition Pink Datacard SD260 card printer. For each printer sold from October 2011 through March 2012, Datacard Group donated a portion of the proceeds to the Pink Ribbon Foundation.



"We chose the SD260 because it's small, compact, easy to use and effective."

— EMMA LOVETT,
MEMBERSHIP ADMINISTRATOR

By implementing a limited edition pink SD260 printer, Old Thorns Manor was able to not only support a very worthy cause, but also ensure they maintained a stylish and modern look. Old Thorns Manor now uses the limited pink SD260 printer to print all of their ID and membership cards for the golf course and health club on site.

In addition to supporting a great cause, the limited edition pink printer puts value right on Old Thorns Manor's desktop. It helps them save time and increase workday efficiency with a best-in-class card printer. By utilizing the Datacard SD260 printer, the Old Thorns Manor can now print a full-colour member photo, membership information and a barcode.

On selecting the Datacard SD260 printer from DED Limited, Membership Administrator Emma Lovett commented, "we chose the SD260 printer because it's small, compact, easy to use and effective. In addition, the support line offered by Barcoding Solutions has been efficient and helpful in assisting with the minimal set up problems experienced."

CORPORATE HEADQUARTERS

11111 Bren Road West
Minnetonka, Minnesota 55343-9015
Phone: +1 952 933 1223
www.datacard.com
info@datacard.com

Datacard, SD260 and TrueMatch are registered trademarks, trademarks and/or service marks of DataCard Corporation in the United States and/or other countries.

©2013 DataCard Corporation. All rights reserved. Specifications subject to change without notice.

IN13-6132