

**Customer:** Beaufort County Emergency Management Division (BCEMD) designs and executes emergency plans for any hurricane, natural and man-made disasters in the Beaufort County. BCEMD currently serves a population of 120,000 people.

**Challenge:** BCEMD needed to produce 6,000 highly secure disaster re-entry cards. As a small county, they needed to produce security passes on a low budget.

**PICS Solution:** After considering all options, PICS provided an alternative card printing method using litho-press cards with microprinting.

**Results:** The results show that the litho-press cards are exceeding Beaufort's expectations, which include cost-per-card, speed and security.

### **An expensive problem**

Each year BCEMD prints 6,000 re-entry passes to allow for thousands of pre-approved staff and volunteers to be admitted into a disaster area to conduct evacuation and clean-up. The re-entry passes need to be simple, official, and easily recognizable so that in an emergency, law enforcement would know quickly and confidently who to admit into the disaster area.

BCEMD's previous card issue practice comprised of three complicated steps: on an Eltron P310C they ran the 6,000 pre-colored card stock cards through the printer twice to print their pass information and colors on both card sides and then printed the passes again using a holographic ribbon to create a hologram security feature. This process was time consuming and expensive. As a small county, cost of supplies was a major concern. While BCEMD was originally looking for a cheaper supplier of ribbons and cards, PICS offered an alternative solution with the benefits of reduced costs, increased speed and security.

### **Perfect solution for lower costs and professional design**

As an alternative solution, PICS proposed that BCEMD use litho-press cards with microprinting.

PICS printed and sent BCEMD their custom cards, and using one ribbon, BCEMD put the re-entry passes through the printer only once to add a serial number, saving both time and money. As Donna Kelty, the Fiscal Manager at BCEMD explains, "What we are happiest with is the time factor. So much money was saved in producing the cards. The man-hours saved far outweighed the cost to print them." Kelty added that an additional financial benefit was the reduced cost of printing supplies: "PICS saved us enormous time and money by pre-printing them for us. This way we did not have to pay for printing supplies."

The litho-press cards were not only a cheaper alternative, but they also gave BCEMD the flexibility to select any color for a card background and add a screened watermark-type integrated logo, something their previous pre-colored re-entry passes lacked. BCEMD also took advantage of PICS' custom card design service to further expand their card options and give their re-entry passes an enhanced professional look. "PICS helped with the design," Kelty said. "We told them what we wanted and they sent us three options; one was perfect. It was great to have

someone make the cards to our specifications."

### **Added benefits of improved security**

One issue that drew the attention of Bryan Broadhead, Head of Technical Services at PICS, was the low security of the holographic overlay on the BCEMD re-entry passes. "P310C printers are very common and a holographic ribbon about \$70," Broadhead pointed out. "As a result, the passes could be duplicated using a scanner and card printer for close to \$200." The solution was secure microprinting -- very small text printed onto the card that is very difficult to reproduce. According to Kelty, "The fact that the microprinting is harder to duplicate was a factor in our decision to go with that security feature."

### **Success for the future**

The success of the BCEMD re-entry pass program has strengthened PICS' position as a provider of professional and up-to-date security solutions and products. PICS looks forward to working with BCEMD again. BCEMD has requested that when they renew their re-entry pass stock, PICS handles the entire job, including the sequential numbering, again saving BCEMD time and money.

