



t +44 (0) 1727 899 900

e info@uniquefinishing.co.uk

f +44 (0) 1727 899 901

w www.uniquefinishing.co.uk

PCC MJ7500 Testimonial

An existing UK customer with three extensively configured Ga-Vehren 912 affixing systems, **PCC** purchased their first Datacard CPST **MJ7500** card personalisation system from Unique Finishing Equipment in July 2007.

The **MJ7500** is a high-speed modular card personalisation system which can personalise gift cards at speeds up to 30,000 per hour and telephone cards at speeds up to 60,000 per hour. Modules include magstripe encoding, UV drop on demand inkjet printing and curing, label affixing, camera verification and inline barcode grading. The industry-leading GT system controller offers high security, data integrity and a host of additional features.



PCC is Europe's leading supplier of plastic cards and services. The company made the decision to invest in DoD inkjet technology earlier this year to enhance its capabilities in the growing European gift card market.

PCC's technical department undertook a thorough assessment of the available high-speed card personalisation equipment and chose the Datacard CPST MJ7500. Nick Cahn, Managing Director of PCC, said "I'm happy that we did the right technological evaluation and bought the right machine. We were very thorough. We put UFE and its competitors through the most rigorous process."

Lindsay Orr, Managing Director of UFE says "Nick was determined to purchase absolutely the correct piece of equipment for PCC. He wanted to order the equipment in full knowledge that it would perform for his business from day one, thus enabling the PCC management team to concentrate their attention on their market-leading card schemes. We are very proud to have won this order."

The driving force behind the purchase of the MJ7500 was a high-profile gift card project but this is by no means the only job that has been processed on the machine. In the period August to November 2007, PCC have run 20 million cards through the MJ system.

The MJ is an extremely versatile piece of equipment enabling PCC to handle a multitude of different designs and formats. They have already run the more environmentally-friendly PETG cards, PVC cards and paper cards, standard ISO-sized cards and shaped cards.

Cont'd./...

The MJ has proved itself in terms of running speeds and quality. The inline barcode grader was a particular requirement and ensures that every printed barcode meets a pre-determined ANSI specification. The grader alerts the operator in real-time to any change in print quality so that all barcodes produced can be scanned in-store without failure.

Over 70 MJ7500 systems have been installed in the USA and Canada. PCC visited the USA and researched that gift card market before making a purchasing decision. Nick Cahn adds “We got good references on the MJ7500 installations in the States. We liked what we heard.”

Complementing existing equipment

Many of the gift cards personalised on the MJ system have been affixed to carriers on PCC’s Ga-Vehren systems. Che Colford, PCC’s Operations Director says “The Ga-Vehrens are true workhorses. We don’t have to worry about them.”

About PCC

The UK seems to be following the US with its adoption of gift cards to replace paper vouchers. With many tangible benefits for retailers, plastic gift cards have also been embraced by consumers with enthusiasm. PCC operates at the heart of this market – supplying much more than just plastic cards to retailers. Already supporting over 50% of the UK’s gift card schemes, PCC has the superior knowledge and experience required to deploy the most complex of gift card schemes. From concept of the scheme through to implementation, PCC offers experience and support to retailers and system providers.

About Unique Finishing Equipment

Unique Finishing Equipment Ltd is the new name for the company formerly known as Ga-Vehren International Ltd. The updated moniker reflects the extended range of equipment which we now offer our customers.