

Press Release

TRUSTECH 2023: Atlantic Zeiser presents color version of PERSOSMART for the first time

The new mid-range system is suitable for the highly versatile printing and personalization of all flat cards

Emmingen-Liptingen/Germany, November 2023 – Atlantic Zeiser will be represented with its own booth (Hall 5.2, C025) at TRUSTECH, one of the leading trade fairs for innovative payment and identification solutions in the world, taking place in Paris from November 28 to 30, 2023. A particular highlight will be the presentation of the PERSOSMART Color, a new 4-color drop-on-demand-solution for printing and personalizing flat cards.

- **Designed for an output of up to 1,500 cards an hour (mono dual sided).**
- **Its 4-color printer enables the personalization of all card designs, from detailed picture or logo to crisp edge-to-edge backgrounds.**
- **Whether operated as a flexible main card production line or an affordable backup, the PERSOSMART is equipped for all current card design trends.**
- **Its OMEGA ProFlo printer delivers unparalleled print quality and – thanks to fully automated, operator-free cleaning of the inkjet nozzles – outstanding efficiency.**
- **Reliable control of printing processes through VERICAM Pro verification camera.**

Extremely compact, versatile, and cost effective, coupled with exceptional digital print quality – the new PERSOSMART from Atlantic Zeiser, with its drop-on-demand (DOD) print technology, makes it easier than ever to allow the personalization of flat financial, ID and commercial cards. Engineered as a mid-range system for an hourly output of up to 1,500 cards (mono dual sided), the PERSOSMART has a compact footprint of less than six square meters. Atlantic Zeiser will present the color version of the PERSOSMART for the first time at **TRUSTECH 2023** in Paris (**booth C025**). With the batch sizes becoming smaller and smaller, and the increasing layout variety, this new system offers outstanding flexibility alongside an extremely low total cost of ownership (TCO). Whether operated as a main production line or

as a cost-effective backup for an existing larger line – the PERSOSMART gives peace of mind to personalization bureaus and other service providers alike.

Wide range of design options for personal data

This applies in particular to contemporary trends in card design. Unlike traditional embossing, DOD printing gives designers practically unlimited freedom when configuring the personal data that appear on the cards. It can reproduce vertical card layouts and gives full flexibility in designs and positions. Compelling print quality is assured not only with fashionable matte cards, but also when producing the sophisticated look of highly elegant, hybrid metallic cards. In addition, special DOD ink is more resistant to abrasion than personalization using the thermo sublimation process printing. Atlantic Zeiser is acknowledged worldwide as a pioneer of DOD technology and draws on more than 20 years of experience in this field.

Maximum print quality thanks to integrated OMEGA ProFlo printer

The PERSOSMART uses just one printer to personalize both front and rear sides of the card in a single pass, as well as encode the contact-based or contactless chip and encode the magnetic stripe. “In regard to its performance in terms of design and equipment options, the PERSOSMART is certainly on a par with its larger and more commanding brother, the PERSOMASTER,” insists Gaël Murat, Senior Commercial Director at Atlantic Zeiser. “The same holds true for its print quality in particular, which remains razor-sharp even with the smallest font sizes.” The high resolution is attributable to the OMEGA ProFlo printer, and extremely stable black or high-quality opaque white ink used by both systems. Fully automated operator-free cleaning of the inkjet nozzles ensures that the perfect print quality remains constant. It also minimizes ink consumption and requires hardly any manual input. On top of that, the OMEGA ProFlo printer facilitates inline ripping of the variable data components. The resulting time saving during data preparation is enormous. To process rainbow decks – numerous small, completely different orders in a single production run – reliably and without any interruptions.”

Reliable control of printing processes

In addition, the PERSOSMART offers optional validation with VERICAM Pro module. By enabling control cameras to adjust dynamically on the fly, it eliminates the need for time-consuming manual set-up. “Thanks to its perfectly coordinated modules, the PERSOSMART constitutes an end-to-end, future-proof card personalization system that satisfies every need,”

concludes Gaël Murat. “By offering excellent value for money, it is an interesting proposition for all those who are looking to harness the benefits of DOD technology for the first time, as well as for existing users who are seeking to expand or safeguard their capacities.”

About Atlantic Zeiser

Atlantic Zeiser is a world leader in industrial high-security personalization, as well as coding and mailing technologies, offering integrated solutions for the processing of financial cards, ID cards, driver’s licenses, healthcare cards, voter cards and commercial cards. Customers can choose from versatile modular components and scalable secure software platforms for contact and contactless chip encoding, UV color / black & white inkjet printing, and laser marking. The company specializes in the industrial application of sensitive variable data onto various card materials – while ensuring full data and personalization process integrity.

In the two segments Card Systems and Packaging, Atlantic Zeiser develops, manufactures, and distributes technologies as well as integrated solutions for manufacturers throughout the world.

Atlantic Zeiser, headquartered in Emmingen-Liptingen in the German state of Baden-Württemberg, is part of Coesia, a group of companies specialized in highly innovative industrial and packaging solutions, headquartered in Bologna, Italy. Isabella Seràgnoli is the sole shareholder. Coesia companies are: ACMA, ATLANTIC ZEISER, CERULEAN, CIMA, CITUS KALIX, COMAS, EMMECI, FLEXLINK, G.D, GDM, GF, HAPA, MGS, MOLINS, NORDEN, R.A JONES, SASIB, SYSTEM CERAMICS, TRITRON, VOLPAK. The Group is present in 34 countries with 86 production facilities in 133 operating units and more than 8,000 employees.

Atlantic Zeiser Press Office

marketing@atlanticzeiser.com

T +49 7465 291-103

www.atlanticzeiser.com

Pictures



Designed as a mid-range system for an hourly output of up to 1,500 cards (mono dual sided), the new PERSOSMART from Atlantic Zeiser makes it easier than ever to enter the new age of printing and personalization in the flat financial, ID and commercial card segments.



Whether operating as a main card production line or cost-effective backup, the PERSOSMART is ideally equipped to address the contemporary card design trends, from vertical layouts to latest and trendy card number designs and positions, matte finishes, and hybrid metallic materials.