

Case Study

Dartmouth College Uses Zebra ZXP Series 7 Printer to Create Student and Faculty DA\$H Cards



Among the most prestigious colleges in the U.S., Ivy-League Dartmouth has a combined enrollment of just over 6,000 undergraduate and graduate students. Located in New Hampshire, the university issues what's known as a "DA\$H" card to every student, the most important form of identification students use when on campus. The DA\$H card is also used to access dorms and classrooms, check out library books, purchase meals, wash laundry, print documents, attend athletic events, rent equipment, and even engage in other activities such as ballroom dance lessons.

According to Heidi Bellimer, the college's Card Office Manager: "The only thing a student needs to carry on campus are a cell phone and a DA\$H card. It's accepted everywhere so there's no need to carry any cash." Students aren't the only ones receiving a DA\$H card — faculty, staff, student spouses, and even individuals who attend Dartmouth summer camps receive these multi-purpose ID cards, meaning that the card office prints up to 10,000 cards annually. Sometimes, the card office finds itself printing up to 300 cards in a single day.

In order to produce the number of cards needed to issue every student and faculty member with a DA\$H card, the college needed an extremely reliable and powerful ID card printing machine, capable of printing hundreds of cards in one day. The durable Zebra ZXP Series 7 Printer was the recommended solution to Dartmouth, due to its fast printing performance, ease-of-use, and reliability. The Zebra ZXP Series 7 Printer is well known for its powerful performance and jaw-dropping speed, allowing it to keep up with the high volume needs of large organizations. The ZXP Series 7 printer line also offers optional high capacity ribbons, which reduces the frequency at which ribbons have to be replaced, ultimately saving time and labor costs.

CUSTOMER



INDUSTRY

- Education

CARD TYPE

- Multi-Purpose Student & Faculty ID Cards

SPECIAL REQUIREMENTS

- Print Hundreds of Cards Per Day
- Find a Fast ID Printer with Encoding
- Integration with Other School Systems



Prior to investing in the Zebra ZXP Series 7 Printer, the Dartmouth Card Office was tired of the number of printer jams it dealt with on a day-to-day basis as well as the slow speed of its previous ID card printer. Not only that, but the printer that it previously used had issues encoding the cards correctly so every card's encoding had to be manually verified after printing, which added on a significant amount of time to the printing process.

"They're the most efficient printers we've ever used."

The college begins the card printing process with pre-printed card stock, which incorporates its school logo and colors. It then prints the student's data on the front of the card. The DA\$H card includes a barcode for checking out books at the library and even tracks employee time through the school's Krono timekeeping system. To top it off, the Zebra printer has made it possible for the card to integrate with the CBORD system that the university uses to keep records of every student's card balance.

During Dartmouth's registration season, the Zebra 7 dual-sided printer is especially important as it allows the school to keep up with cards for new students. The high-capacity ribbons are incredibly easy to replace, saving even more time for the Dartmouth Card Office. Heidi Bellimer summarizes the university's experience using the Zebra printer: "They're foolproof to use. They work hard all summer printing 300-400 badges at a time without jamming. They're the most efficient printers we've ever used."

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