

Case Study

# Aviation Security Consultant Launches Employee ID Badge Program under AlphaCard's Wing



An established company with an international presence, Huntleigh USA has several locations throughout the United States and abroad, offering a wide range of elite aviation and auxiliary security services for corporations, flight crews, and celebrities. Some of the many services it offers include profiling, consulting, security officers for hire, and security processing of flight passengers and cargo. Huntleigh USA's employees, consisting of certified security personnel, are responsible for ensuring the client is safe and protected at all times. All staff members are required to have identification on them when servicing a client at an airport.

## The Challenge

Although employees at Huntleigh USA's Las Vegas station undergo an extensive background check and receive airport authorization, they still need to be visually identified by clients. In the past, clients as well as the staff were not able to identify the security escort by simply looking at them. The company's employees had one form of identification: an authorization badge issued by the McCarran International Airport for entering the tarmac. Huntleigh's management realized that they needed to deploy a photo ID badge system. Huntleigh USA's Las Vegas Manager Robert Soelberg was determined to achieve this goal, and so began his search for an ID partner with demonstrated expertise in employee identification solutions.

## CUSTOMER



## INDUSTRY

- Aviation

## CARD TYPE

- Visual Security ID Cards

## SPECIAL REQUIREMENTS

- High Volume Printing
- On Demand Issuance
- Custom Lanyards
- Secure HoloKote features and functionality

*"We had a lot of needs,  
and AlphaCard met them all."*



## The Solution

When Soelberg came across AlphaCard, he was immediately impressed by AlphaCard's superior customer service and no-pressure approach to ID card systems. "You guys were just awesome from the start," he recalled. "The team at AlphaCard always worked around my budget and needs, and I never felt intense pressure from anyone."

Soelberg needed an ID badge system capable of printing new-hire ID badges and replacement cards on the spot versus waiting up to several weeks to receive them from a third-party service provider. As the manager of this location, Soelberg preferred to print employee cards onsite from his office. "We had a lot of needs, and you guys met all of them."

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After carefully assessing Huntleigh's print job demands, AlphaCard's ID card experts recommended an all-in-one employee ID badge system tailored to the size and scope of the project. AlphaCard's pre-configured systems feature all the necessary components of an ID card system and include free training & lifetime support.

The system designed specifically for Huntleigh USA's office in Las Vegas includes a compact full-color Magicard Enduro+ ID card printer, allowing Soelberg to print durable and professional-looking employee badges in a matter of seconds. The Enduro+ comes with built-in Holokote technology, which the company has taken advantage of to print a hologram-like watermark on top of the employee ID cards. Unique to Holokote is that it does not require a lamination unit or anyother additional supplies to work. The technology uses the overlay panel in a YMCKO or YMCKOIK ribbon to emblazon the holographic image onto the card. It's an excellent design element to incorporate with any ID card program because it adds an extra layer of security to the card and helps to prevent unauthorized duplication. The key holographic design instantly boosts security for Huntleigh's employee ID badge program.



Soelberg is able to create and manage the card's design template with ease thanks to AlphaCard ID Suite's intuitively designed software platform, which includes a step-by-step design wizard. The software serves concurrently as a database management tool to store an unlimited number of records. The employees at Huntleigh USA are entered into the database, where their employee information and photo is stored. In just a few clicks, Soelberg can make edits to an employee's record and



**MAGICARD ENDURO+**  
ID CARD PRINTER

update the ID card's correlating fields to reflect that information. What's more, images taken with the system's webcam are suited to the dimensions of an ID card photo, so no resizing or editing is required.

Custom lanyards were designed to feature the Huntleigh USA logo to assure clients of their identity. The system as a whole contained everything Huntleigh USA needed to launch, print, and maintain an employee identification badge program onsite, eliminating the need for outside assistance. "It's been so easy printing cards with this system. barely takes up any space!" said Soelberg.



## The Results

Huntleigh USA's new employee ID badges currently serve as photo identification to management and clientele. Each card features an image of the employee along with their name, employee ID number, and date of hire. The employee ID badges are displayed with logo-stamped lanyards to provide further proof of identification.

Manager Robert Soelberg has seen positive results by working with AlphaCard's talented technical support technicians. "You guys walked me through everything, and made software upgrades to improve the performance of my system...Thank you AlphaCard for all you've done!"

## Why AlphaCard

AlphaCard has been a trusted provider of secure ID solutions since 1998 with over 30,000 satisfied customers. Our experts have an average of 5+ years of ID printer experience, and are dedicated to helping you choose & implement the best ID system.

### THE ALPHACARD DIFFERENCE:

- Guaranteed best prices & widest selection
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- Same day shipping available on orders placed by 4:00 PM PST
- A+ Better Business Bureau (BBB) Rating
- FREE Super Saver Shipping on all orders over \$99 to the lower 48 states

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