

Case Study

Our Island Club Upgrades Membership Cards Offering Year-Round Discounts to Martha's Vineyard Residents



Martha's Vineyard is one of the nation's most affluent and desirable islands, drawing in an upwards of 115,000 tourists during the summer. With roughly 15,000 year-round residents inhabiting the island, a solution was needed to ensure the island residents would not have to pay inflated tourist prices on products and services. Our Island Club is an organization dedicated to offering Martha's Vineyard residents with special discounts on island offerings with membership ID cards. Residents can purchase membership cards that are accepted by hundreds of merchants to receive local resident pricing. By investing in a membership ID card machine, Our Island Club saves time, and money, while also producing a membership card that is built to last.

The Challenge

Our Island Club provides discounts to Martha's Vineyard's year-round residents. Local retailers and service providers will often boost prices during the tourist season to increase profits. An Our Island Club membership makes it more affordable for residents to live on the island by making certain they don't have to pay inflated tourist prices for groceries, gas and other goods and services.

The organization has enjoyed steady growth since its inception several years ago, and must meet the demands of its members by issuing membership cards on a daily basis for new members as well as replacing cards and providing renewal cards.

"I needed hands-on-help and AlphaCard was able to provide that for us."

Before approaching AlphaCard, Our Island Club did not have a professional system for making membership cards, and instead would manually print & laminate paper cards one at a time. In addition to being an inefficient & expensive process, the resulting cards were flimsy and easily damaged. The high cost, combined with the labor-intensive process of creating the cards was not a feasible long-term solution for Our Island Club.

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CUSTOMER



INDUSTRY

- Groups & Affiliations

CARD TYPE

- Membership Cards

SPECIAL REQUIREMENTS

- Print Cards On-Demand for Thousands of Residents Per Year
- Print 50+ Cards Per Day
- Save Time and Money on Printing Process

After 10 years in business, and due to rapid expansion, the organization knew it was time for a major upgrade. "It took research and time but we wanted our cards to have a cleaner and nicer look," said Jonathan Bernstein, Principal of Our Island Club. During its search for a new membership card system, there were three primary concerns: cost, ease of use, and system reliability.

"There's months where we have to print an upwards of 350-400 cards at a time. We needed a reliable printer to make that happen."

The Solution

As Our Island Club began researching membership ID card systems, AlphaCard soon came into the picture. AlphaCard stood out to the organization for a variety of reasons including its expertise of membership cards, respected name in the industry, fast response times, and flexibility to the needs and preferences of Our Island Club.

The team at AlphaCard recommended a cost-effective solution to allow Our Island Club to print out multiple cards at a time that were reliably high quality, durable and professional in appearance. The complete system included the Magicard Rio Pro Duo 2-Sided ID Card Printer with the HoloKote feature along with AlphaCard's ID Suite software for creating easy — yet vivid — card designs.

The Magicard Rio Pro Duo printer is a popular option for multiple reasons. It prints cards in literally seconds, giving organizations and companies the ability to print out large batches of cards at a time. Another key advantage of the Rio Pro printer is its proprietary HoloKote feature which Our Island Club utilized to personalize and increase the security of its membership cards. The HoloKote feature emblazons a hologram-like image onto the card during the printing process to prevent counterfeiting or unauthorized duplication of cards. HoloKote is especially attractive for budget minded organization because it doesn't add any cost to the system, or to the cost of card printing supplies. Our Island Club chose to have its own logo as the HoloKote design printed across the membership cards. The result is a secure card that reflects the professionalism of the organization.

AlphaCard ID Suite software made it easy for the organization to manage & store membership information and photos, making it easy to print renewal membership cards. "We have 85,000 photos, and what's great about the AlphaCard software is the fact that it searches and pulls the pictures directly for you. We take a picture horizontally and we put it into the database and save it. It's that easy," remarked Bernstein.



The updated membership cards include the member's photo, membership expiration date, membership number and barcode. Alphacard ID Suite Software automatically encodes the member ID into the barcode so merchants don't have to key in the ID number. Consequently, merchants can easily scan the barcode when the member makes a purchase.

MAGICARD RIO PRO
with AlphaCard ID Suite Standard
Software and HoloKote Technology

The Results

Thanks to AlphaCard's free hour of technical support, Our Island Club was able to create membership ID cards with ease and confidence. "Your tech support team gave us a full demo, and even helped install the software on my computer beforehand so I could test out the software and create the card design." Bernstein went on to say, "I needed hands-on help, and you guys were able to provide that to us."

Our Island Club was able to save money by investing in an AlphaCard printing system that delivered speedy results and durable, long-lasting cards in a matter of seconds. "There's months where we have to print an upwards of 350-400 cards at a time. We needed a reliable printer to make that happen," said Bernstein.

"The cards look very professional and are easy to make."

"AlphaCard stayed with us the whole way through — we're not the most computer savvy people but your team was super patient and didn't get frustrated with us. After 9 months of operating the system, I know I have the technical knowledge to deal with issues if they ever arise and can do it in an extraordinarily effective manner."

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
- 100% satisfaction guaranteed, backed by the industry's best return policy
- 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

Learn more about how to setup a membership ID card program for your organization:

Call (877) 232-6799

or visit

AlphaCard.com

