



whitepapers
by Beacon®

Photo ID Name Badges

WHO USES NAME BADGES?



Many industries now require photo identification badges for all of their employees. Healthcare is probably one of the largest markets. Other areas to target would be any company offering services that require their employees to enter their customers' home or place of business – contractors, landscapers, plumbers, HVAC companies, cable installers and pest control. In addition, schools, colleges and government offices need photo identification.

You may not think of Photo ID Badges as a promotional item, but they are sold successfully through distributors every day. This guide will cover some of the most frequently asked questions and help explain how easy it is to offer a Photo ID Badge program to your clients. No need for them to invest in equipment and hours of printing badges...Let us do it for you!

Do most large hospitals or organizations print these themselves?

Answer: Sometimes. Printing photo ID cards on site is common, but it involves investing in an expensive card printer, proper software, training, and quite a bit of time from their HR offices to make them. The biggest benefit for printing them on site is that they can print one or two cards at a time whenever they would like. Most companies are not aware that programs exist that simply allow them to order their photo ID badges online, one at a time, with a 24 – 72 hour turnaround. The Badge Warehouse program is the easy answer for these companies so they no longer have to do in-house.

What attachments do you offer on the badges?

Answer: Our photo ID badges come standard with a clear vinyl strap clip, but any number of attachments could be used. Lanyards are another common attachment and can be included for a minimal charge.

Can you print barcodes on the ID badges?

Answer: Yes. Bar codes are no problem, we would just need to know which style of bar coding to use. Similar to fonts, bar codes have different versions. The most common is called 3 of 9, but others are used as well. It will depend on your scanning software. If you are unsure, we can send you a virtual proof to print and test scan. Custom or generic QR codes or smart tags can be printed on the badge too. They must be provided by the customer.

WHAT OPTIONS ARE THERE?



What size are your Photo ID badges?

Answer: They are 2 1/8" x 3 3/8". They come with rounded corners and a slot punched in the top, and can be produced horizontal or vertical.

Are there any size requirements for the photos?

Answer: Not necessarily. The photo size requirement is dependent on the job. The picture itself can be any size on the badge. We don't have a specific 'window' that we have to fit the picture into, however the photo size must be the same for all badges in the program.

What kind of picture files do you accept?

Answer: We accept .JPEG, .GIF, .PNG, or even .TIF files. We recommend the file be 300 DPI in order to ensure picture quality.

Do the photos need to be cropped?

Answer: Yes, the photos need to be cropped. If your photo on the badge is supposed to be 1" x 1", it would need to be cropped to that size. We can resize the photo if it is proportionate.

Are there any recommendations when submitting the photo?

Answer: The picture will print how it is submitted. If customers submit a picture and the person's face appears red in the file, it will be red on the badge. We do not alter the pictures in any way and they are printed as they're submitted. We suggest taking the photo in front of a solid colored background.

What is the printing process and what types of material are the badges printed on?

Answer: We have two badge types to choose from:

1. Minneapolis Plastic Name Badge

The Minneapolis name badge is a perfect fit for anyone who needs a thick, durable photo identification badge. Features include eye-catching, full color printing with photo and three lines of personalization on a sturdy, 1/16" white plastic. Second side printing is available. PMS matching may not be possible. Metallic ink is not available.

2. Washington Laminated Name Badge

The Washington name tag is a great photo ID badge for anyone needing photo identification on a name badge. Full color printing with photo and three lines of personalization on .030" white gloss laminated plastic (credit card thickness). Features variable copy on one side and consistent copy on optional second side. PMS matching may not be possible.

HOW DOES IT WORK?



What if I have a lot of badges to release at a time? How do we go about organizing all of this information to get it to you?

Answer: We can provide a spreadsheet you can use for bulk releases. You simply copy and paste the personalization desired into the sheet and note the file name of the corresponding picture file in the given column. The picture files can then be emailed along with the spreadsheet.

Variable Data Import Wizard														
1) Add your data in the same case that you wish to have your information displayed on your item														
2) Complete only the columns that appear on your products (some columns may remain empty)														
Line 1	Line 2	Line 3			OFFICE USE ONLY	Magnetic Strip Track One Data			Magnetic Strip Track Two Data					
First Name	Title	Location	Bar Code	Photo Name	DATE	ENC1	ENC2	ENC3	DATE	ENC1	ENC2	ENC3	DATE	ENC1
Dave Harrell	Board Member	Dallas, TX		Dave Harrell										
Wendi Warren	Board Member	Dallas, TX		Wendi Warren										
Tammye Whitaker	Board Member	Dallas, TX		Tammye Whitaker										
Terresia Williams	Board Member	Dallas, TX		Terresia Williams										
Ann Bridges-Wright	Board Member	Dallas, TX		Ann Bridges-Wright										
Dana Jones	Board Member	Dallas, TX		Dana Jones										
Robert Huttchson	Board Member	Dallas, TX		Robert Huttchson										
Hettie Lee Richerson	Board Member	Dallas, TX		Hettie Lee Richerson										
Scotty Ricketts	Board Member	Dallas, TX		Scotty Ricketts										
Ruthie Farmer	Board Member	Dallas, TX		Ruthie Farmer										
Matthew Whitaker	Board Member	Dallas, TX		Matthew Whitaker										
Jane E. Hay	Board Member	Dallas, TX		Jane E. Hay										
Deanna Wood	Board Member	Dallas, TX		Deanna Wood										
David Liddle	Board Member	Dallas, TX		David Liddle										
Mike Johnson	Board Member	Dallas, TX		Mike Johnson										
Pam Dunford	Board Member	Dallas, TX		Pam Dunford										
Tonyia Watson	Executive Board	Dallas, TX		Tonyia Watson										
Gary Whitaker	Executive Board	Dallas, TX		Gary Whitaker										
Tamara Lampsa	Executive Board	Dallas, TX		Tamara Lampsa										

Can I order badges one at a time?

Answer: Yes. Badge Warehouse allows you to order extra badges for future needs and take advantage of quantity discounts. Your client would order an inventory of badges through you that we would place into a Badge Warehouse program. We would set up a website (free of charge) that includes all of your information as the distributor. Your client could then administer their own program. They simply log in, type in the name (and titles if needed), upload the photo, and submit the order. We drop ship their badge to any address they request within 2 – 3 business days. When their inventory is depleted, they simply place a reorder through you to restock their program. We even send YOU an email when their program is running low to remind you it's time to check with your client for a reorder!

There is a release fee per badge that is paid up front. This covers the cost of printing them one at a time, the cost of the website and all of its administrative tools (including tracking, reporting, or viewing previous orders), and also covers the cost of all future USPS shipping. When they log in and release a badge, nothing needs to be billed or invoiced.

BADGES: 118

LINE OF TEXT: 287

MAGNET: 119

PINBACK: 227

BUILDUP CLIP: 236

ADD BADGETO RELEASE ORDER

Upload Your Spreadsheet of Names

NOTE: Personalizations will appear exactly as submitted.

Upload Image:

(will be resized - 200x200)

Line 1:


First and Last Name

Add 1 of this name to release order.

Attachment:
☒ Magnet
☐ Pinback
☐ Bulldog Clip

CURRENT BADGE RELEASE ORDER

You have 1 badge slated for release. Please review the details below.



Tommy Lynn
Attachment: Magnet

[Remove this name](#)