



HID® FARGO® ID Badge and Card Printers Chosen to Expand Kalunga Product Line and Reach New Customers

Kalunga is the largest Brazilian distributor of supplies for offices, schools, and computer science. The company offers more than 11,000 items from major national and international manufacturers including everything from notebooks and pencils to the latest software and hardware. Based in São Paulo, the largest city in South America, it operates more than 220 physical stores in the country and maintains a strong online presence.

Kalunga relies on local esteemed distribution and integration partner, Alta Gama Prime, for its products, solutions, support and consultative services related to ID badge and card printing.

THE CHALLENGE

As a leading provider of office and school equipment, Kalunga continually seeks to elevate and expand its product lines to reflect the latest advances in technology. Specifically, the company sought to address the need for a solution that would primarily focus on printing high-quality—yet inexpensive—IDs on standard PVC card material. Not only would this solution complement current offerings, but it would also fill an existing product gap and expand Kalunga's reach to new audiences.

It was important to identify a supplier whose printer offerings incorporated the most advanced, state-of-the-art security, according to Antonio Carlos Motta Paes, Consultant at Alta Gama Prime. Other key selection criteria included low cost, speed, compact size and ease of use. It was also critical that the printer be available locally, facilitating Alta Gama's ability to provide Kalunga with superior, hands-on technical support to its wide breadth of stores across Brazil.

SOLUTION

In partnership with Kalunga, Alta Gama Prime chose HID, known for its strong presence within the trusted identity space and industry-leading secure issuance solutions. Specifically, the HID FARGO DTC1250e ID card printer was selected to head up the new product line. Ideal for Kalunga's smaller, cost-conscious customers such as small to medium businesses and schools, the DTC1250e was chosen for its easy operation, ultralow maintenance, small footprint, quality output and speed. It also features built-in AES-256 encryption and resin scramble data protection for maximum security.

HID Asure ID 7 Solo card personalization software and UltraCard non-technology PVC cards are sold in tandem with the HID FARGO printers. Highly intuitive and easy to use, Asure ID simplifies both the card design and data entry processes—while UltraCards feature polished, scratch- and debris-reduced surfaces to optimize print quality. To support the creation of visually rich, full-color credentials and to facilitate ongoing maintenance, HID FARGO DTC color ribbons and cleaning kits round out the overall solution.

While the quality of the HID printers and accessories spoke for themselves, HID's extensive printhead warranty and geographical presence abroad were also strong selling points.

RESULTS

More than 50 x DTC1250e printers and 200,000 UltraCards have been sold by Kalunga to date. Clients have expressed significant satisfaction with the products. Some schools reported that, in addition to saving more than 70% in the value of issuing each card, timeframes for issuance went from five working days to real time, according to Paes. Another club reported a 55% reduction in card issuance costs.

"We recommended HID for expansion into these markets due to its huge international presence and Kalunga has been extremely satisfied with the results," Paes said. "The product is easy to handle and the perfect size for the type of customer we wanted to serve."



SOLUTION:

- HID® FARGO® ID Badge and Card Printers
- HID Asure ID® 7 Solo software
- HID UltraCard™

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Antonio Carlos Motta Paes
Consultant
Alta Gama Prime



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2023-04-10-si-hid-kalunga-cs-en

PLT-07045

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