

This is content for a security products website. The client needed descriptions for all of their major categories where nothing had been written. This content was written from scratch based on my research on the company's website as well as their competitors. While the subject matter is somewhat dry, it was a great challenge to make the material sound exciting, and the client was very happy with the results. Fortunately they gave me some latitude to inject some humor to lighten things up and give the site some personality.

Protect Your Investment and Promote Professionalism with Our Complete Line of ID Badge Holders for Every Use and Occasion

If your organization currently uses name badges, ID badges, smart cards, or other identity verification systems, or is considering implementing such a system, it is important that you make compliance easy. Badge holders are one of the primary ways to ensure compliance is as high as possible, and there are numerous other benefits to supplying your organization with badge holders:

- **Increase professionalism** - When badges are carried loose, or when it is left up to the employees or staff to figure out how to display their ID badges, everyone does it differently. From an outsider's perspective, this looks haphazard and unprofessional. Furnishing badge holders solves this problem.
- **Reduce costs** - Increase the lifespan of the cards which reduces printing and HR costs – the costs in terms of human resources and in printing supplies is something that you will want to take steps to minimize, and badge holders protect and extend the lifespan of the badges. In general, the nicer the badge, the nicer the badge holder you should select for your organization.
- **Use color coding to quick identify access levels** - if your organization has various levels of access, a color coded badge holder is a secondary means to enforce this system at a glance.
- **Reduce loss** - badges not secured in a professional badge holder tend to get lost. Your badge holders will help you avoid wasteful loss and the rework necessary to reissue an ID card.
- **Increase Safety** - when an ID holder is used to prominently display an ID badge outside of the clothing, security and public safety officials don't have to worry about a suspicious person making unexpected sudden moves or reaching into a pocket, obscuring their hands, etc. A highly visible badge held fastened near eye level makes everyone's job easier!

We keep a significant inventory of all of our badge holders on-hand, so when you place your order, your selection will be shipped out immediately. *Protect your investment by ordering your badge holders today!*

ID and Card Printing Systems for Incredible Savings and Convenience!

If you have decided to invest in a security badge or ID card printer to help secure your facility, your best option is to buy a complete ID card printing system. Complete systems offer both convenience and tremendous cost savings and are available with either [single sided](#) or [dual-sided](#) printing.

All of the components that you will need, including plastic PVC cards, the PVC card photo printing ribbon, ID card creation software, and the ID card printer itself have been bundled together into one convenient, affordable package.

Simply choose the ID card printing system you need based on your anticipated card production needs, and order with confidence. We carry ID card printer systems from only the most trusted and reliable manufacturers. When your system arrives, you'll have everything you need to get set up and begin creating cards, without having to worry about missing components.

If you pick out each item individually, your shipping charges and products costs will be higher, so save time, hassle, and money with these outstanding ID card printing system systems created just for your needs and for your convenience.

Order here now via our secure website and *start saving immediately!*

Your Second Line of Defense Begins Here with Data Collection Systems!

Data Collection devices provide another level of security to back up the human first line of defense. We offer a complete line of data collection tools and products to help you create and manage your identity verification systems.

As technology advances, it becomes easier and easier for people to forge credentials, but data collection devices help prevent this fraud. If you make or use photo badges or ID cards, magnetic stripe readers provide an additional form of authentication that is virtually impossible to forge or tamper with. Used to validate the authenticity of a visitor, staff, or employee badge, the data about that person is encoded onto the ID card using the magnetic stripe. When people enter your facility, requiring them to scan their ID card in a magnetic stripe reader will validate that the card is genuine, and not a clever fake. We offer ID card [magnetic stripe readers](#), as well as [card writers](#), which imbed the information on the magnetic stripe in the first place.

These devices are an inexpensive second line of defense that should be used whenever possible. Once created, from that point forward the ID cards can be read by either a magnetic stripe reader, or using the reader-writer that created the card. Easy to use software connects the magnetic stripe reader to your ID card database, and provides instant verification.

Another great option is digital signature verification using [signature capture pads](#). These are commonly found on point of sale systems, but their uses for identity management in non-retail environments are numerous. Access control is based on the verification of a security badge, along with a matching signature that must match the signature put on file at the time the security badge is created. Other secondary verification measures, such as PIN numbers, can easily be forgotten or compromised, but a signature is unique, and is never lost or stolen, just like fingerprints, and they are a socially accepted method of verifying identity.

Make your identity verification as secure as possible with these cost-effective solutions. Once implemented, you'll wonder how you ever survived without them! These systems are easy to integrate and come with simple, user-friendly software, so browse our selection of [data collection devices](#) and make your selection today!

Add Security Lamination to Your ID Cards for Additional Security and Tamper Resistance – for Just Pennies per ID Card!

Imagine what the potential costs to your organization could be if someone with malicious intent gained access to secure areas of your site. Then consider the very low cost of adding security lamination to your security badges or ID cards and you'll see why most organizations chose to add secure laminating to their card production process. ID card lamination is an inexpensive but critical additional layer of security that can be added to any ID card at a low per-card cost.

In its most basic form, a clear lamination layer extends the life of a PVC security badge or ID card and makes it more tamper resistant. If your ID card printer does not have built-in ID lamination capabilities, you can laminate your cards with our line of quality [laminator machines](#) without a large additional equipment investment.

There are a variety of “[overlaminates](#)” or lamination types, including [hologram seals](#) that you should strongly consider. For about fifty cents per badge or ID card, these laminations are a great investment. Holograms cannot be reproduced on even the best color copiers, and provide one of the most trusted methods to verify the authenticity of an ID card by visual inspection. Nearly any ID card without some form of hologram or special security feature embedded in the topcoat or overlay can be reproduced, and fakes are hard to detect. Badge laminators solve this problem.

We carry a complete line of hologram seals and overlays, most of which can be used in any laminating system. So browse our selection of [laminators](#) and [laminates](#), and order yours today. If you have any questions about compatibility between the laminates and which laminators will work with them, don't hesitate to give us a call at 1-800-667-1772. Our trained staff can quickly answer all of your questions.

Also note we offer significant quantity discounts when you order laminations in bulk, so consider the volume of cards you are likely to produce in the next twelve months and order sufficient stock accordingly!

Become a Star When You Order the *Coolest Lanyards Ever!*

Alright, maybe that's a bit of a stretch, but let's face it – ID card and badge lanyards get worn day in and day out, becoming a part of our daily lives. Custom lanyards also make great cost-effective promotional giveaways. Ordering the perfect lanyard for your organization is easier than ever with our incredible selection, and when you order a quality, aesthetically pleasing lanyard with advanced features, they'll get noticed, and talked about. The lanyards your employees and staff wear every day can make you a hero!

So imagine the possibilities – we encourage you to think how your organization's lanyards can stand out from the crowd, promote a cause, instill organizational pride, and even help save the Earth!

The number of lanyard features and style options is incredible, and we want to share with you some of the newest features that you will love:

- Materials and color to match any motif or logo, including many [pre-printed lanyards](#)
- Custom printing – most lanyards can have any logo, motto, mission statement, etc. printed on them inexpensively in any font color to match your organization's colors using our [online customization tool](#)

- [Fashion lanyards](#) – look and feel like real leather, or beaded in very contemporary styles to be a fashion accessory
- Go Green! – Earth friendly lanyards made of renewable exotic materials such as [bamboo](#), or [recycled materials](#) – at prices of typical lanyards.
- [Antimicrobial lanyards](#) for hospital or similar environments
- Lanyards with [cell phone holders](#), [pen holders](#), etc. to keep hands free
- [Breakaway lanyards](#) – this safety feature can be incorporated into nearly any style lanyard

Are you in a hurry? We even offer an incredible selection of custom [lanyards that ship out the very next day](#) – guaranteed - **or your order is FREE**. We invite you to take us up on this challenge! ☺

So browse our incredible selection of lanyards and imagine the possibilities. Many of the features listed above can be combined, so if you have some ideas but don't see the perfect matching lanyard, just give us a call toll free at 1-800-667-1772 and we'll help you focus on the right lanyard for your organization or event.

We also offer several educational articles that discuss some of the details of the various features available, so take the time to make sure you understand all the offerings, and then place your order here on our secure website, where we are the ID and badge lanyard industry leader! *Order today!*

You'll Never Have to Second-Guess Your ID Card Printer Ribbon Selection When You Order From the IDSuperStore!

When you need ID card printer ribbons, you want to be assured of four things:

- Lowest possible prices
- Fast shipping at reasonable rates
- Authentic ribbons from the stated manufacturers - not generic rip-offs
- Excellent customer service

We've got you covered on all four counts, so you can order badge and ID card printer ribbons with assurance! Unlike some ID card printer ribbon "suppliers", we ship only *authentic printer ribbons manufactured to the exact specifications* of the original manufacturer, not generic OEM imitations that give you substandard performance, poor print quality, and aggravation.

You don't want to have to return your printer ribbon once you've received it, and the IDSuperStore guarantees *what you pay for is what you get*. And you don't have to sacrifice incredible service, the lowest prices, and our friendly helpful attitude to get it.

For your convenience, we carry a very broad selection of [color](#) and [monochrome](#) printer ribbons, many of which are hard to find, and our customer satisfaction rates are the best in the industry. Give us a call and our knowledgeable staff will make sure you get the right ribbon for your printer, every time!

We're the number one supplier on the Internet for good reason... we cater to the needs of both small companies and very large organizations, including government agencies, and every customer gets the same VIP customer service treatment. In fact, over **[50%]** of our printer ribbon orders are from repeat customers!

So browse our incredible selection of badge and ID card printer ribbons, and order at least a six month supply to keep shipping costs to a minimum and avoid running out. Order Today!

A Slot Punch for Every Situation

No one gets more excited about badge slot hole punches than we do here at the IDSuperStore! Why? Well, because we're kind of nerdy, but since you probably need a security badge or ID card slot punch anyway, we're here to help you choose the right one.

Slot punch tools come in numerous styles, but all of them serve one purpose – to make your security or ID badges look professional. You wouldn't want to invest in a professional badge system only to have the badges come out looking sloppy – hanging at odd angles, sticking out from the clothing in a noticeable and distracting way just because the slots for the badge itself, the badge holder, or badge lanyard don't line up properly. A well made slot punch prevents this from happening.

For smaller organizations who do under a few dozen badges per day, you can get by with a "manual" [handheld slot punch](#), but we recommend a [table-top](#) or [stapler-style](#) model because it requires considerably less strength to punch out the slot.

For organizations that have a significant badge volume, above two or three dozen per day, we highly recommend an [electronic slot punch](#). These units are designed to last for the life of your organization, and do a very clean, professional job, with perfect alignment, for just pennies per badge. They require zero human effort, and are fully guaranteed to work reliably year in - year out. We offer only the most reputable models for your consideration.

So take a look around, consider your long term slot punch needs, and see if you don't get as excited as we do! As usual, if you have any questions or need help selecting the model that is right for your organization... call toll free 1-800-667-1772.

ALERT: Right Now, Do You Know Exactly Who is in Your Building or Facility and Their Exact Reason For Being There? If Not, You Should be Very Concerned!

Visitor Management Systems *are no longer optional* in today's litigious society... every organization needs a visitor management system, *including yours!*

Organizations that have not implemented at least a [basic visitor management system](#) (VMS) have left a gaping hole of legal liability than needs to be filled, and fast! The safety and security of your staff, employees, customers, students, etc. are at risk, and it is your legal and moral responsibility to minimize this risk. Unauthorized "visitors" with malicious intent can permanently damage your organizations reputation, finances, community standing, and your ability to obtain insurance at affordable rates. Gone are the days when we could rely on a handshake, a smile, and trust. Now you must protect yourself.

Without a VMS, you are making it easy for them to damage your organization, but with a basic VMS in place, you are protected in three important ways:

1: You control access

2: You know who is in the building or on campus at all times

3: Your employees become accountable for visitors and empowered to challenge

The cost benefit ratio of controlling access is incredible, because when you implement your VMS, you will deter a high percentage of the "bad guys". By checking and logging the identity of everyone who comes through the door, you remove their number one tool – anonymity! They will know that your staff will be enforcing defined access areas, duration of the visit, and that someone within the organization is responsible for ensuring the leave the premises when expected.

Implementing a VMS sends the clear message that you care, and that you are serious about maintaining control at all times. This message is not only for legitimate visitors who sometimes get tempted by opportunity, but for the criminal element - would-be vandals, thieves, child predators, etc. These people prey on weaknesses and vulnerabilities of people and organizations, and if you display that you are serious about security, *they will move on to the next potential target, leaving your organization untouched.*

Your VMS tells visitors what areas they are authorized to access, how long they are authorized to be on your facility, specifically who is responsible for ensuring they follow your guidelines, and creates strong record of all of these pieces of information - a record you can rely on!

Secondly, in the event of a drill, actual fire, natural disaster, or security breach, you will know exactly who is at your facility, and who to account for to ensure everyone gets to safety. And with the logging of visitors, you are protected from frivolous lawsuits that can sometimes be filed years later, when human memory can't be counted on. Your VMS provides an accurate record that you can rely to show whether certain people were or were not at your facility on a certain time and date.

And third, your employees and staff will feel empowered to help protect your facility by having a system to rely on. Employee and staff enforcement and participation is critical to the security of your organization. Do you think a junior level employee feels confident challenging a well dressed, confident visitor who seems to know where they are going? Not without a VMS they don't, and security is only as strong as its weakest link. *Give your staff and employees the tools they need so they know they have the management support to enforce the security policies.* Remove ambiguity by sending a clear message to your staff and employees that there is a consistent system that must be followed at all times.

And don't forget - first impressions are important, and an organization without a visitor management system is sending out a beacon – a message conveying a lack of professionalism, a lack of due diligence, and a lack of concern. Some might even call it hubris, the type of thing that lawyers love to sink their teeth into. Without having your VMS in place, your organization is at a serious disadvantage and is leaving itself wide open for theft (both physical and intellectual), harm to staff, employees, student and vendors, as well as more serious crimes such as industrial espionage, unauthorized access to classified or sensitive materials, and even terrorist acts.

So whether you get started with a [basic manual VMS](#), or a more robust [software based VMS](#), it is imperative that you get one implemented today. And no one is better qualified to help you control access to your facility or campus than the professional here at the IDSuperStore. So don't hesitate, place your order today or give us a call at 1-800-667-1772 for expert advice and we'll help you choose the system that is right for you!