

## Trüb Baltic Chooses Matica System Again A Flexible Solution For Evolving Needs

The remarkable progresses in card personalization technologies and the market evolving needs have driven the demand towards innovative and open solutions able to meet both existing and future requests. Manufacturing companies are therefore focusing both on quality and flexibility to provide advanced and adaptable solutions able to fit various market and new product requirements. In this dynamic environment, many service bureaux are asking for new fast and versatile systems to provide more and more sophisticated products to their customers that are asking for high levels of security and product differentiation.

This was the situation that the valued Matica partner in Estonia, **Trüb Baltic**, a globally leading company for the production and personalization of electronic cards and governmental identity documents, had to face in the past months.

The growing demand of different and customized banking products plays a critical role in the bank and financial institutions. Together with the common banking products such as debit and credit cards, in fact, service bureaux constantly need to issue also products able to guarantee high security levels in specific environments: Building Area Access Cards; Computer Terminal Access Cards and many other applications. Trüb Baltic was looking for an open solution able to provide complete card personalization integrating all encoding options, printing and embossing and to issue simultaneously different banking products, running multiple jobs for diverse typologies of cards.

These concrete requirements have been taken into consideration by **Esko Otava**, a valued Matica distributor in Finland, Russia and many CIS countries, that has identified the suitable solution in the new Matica modular System 7000.

**Matica System 7000** is a true flexible platform designed to be upgradeable and scalable at the same time. Its built-in modularity and open architecture allows the complete customization of the system even when reducing the number of modules and stations, or when the introduction of a third-party equipment is required.

System 7000 is a comprehensive hardware and software platform created to be easily installed and upgraded both in technology and performance.

The machine in fact is also provided with the new MatiCard-Pro software that has been specifically developed to run System 7000 high-end system and to be adaptable to the system modularity allowing you to manage with ease different databases and multi-jobs for different applications.

System 7000 offers high level technologies for all encoding options, monochrome and color thermal printing, laser engraving, embossing, indenting and tipping providing complete solutions to the most demanding needs.

Andreas Lehman from Trüb quotes “We were already very satisfied with the previous Matica card issuance systems, but when we saw the new Matica System 7000 we immediately understood that it was exactly what we were looking for. As banks issue new card products, with an increase of market trend to smaller batches, we find that the Matica machines allow us greater production on small runs”.

In addition to the product offered, Matica and Esko Otava have been able to provide a complete solution and a first class service thanks to Matica knowledge and expertise in mid and high range systems and to Esko Otava partnership and proven know-how in Matica products. The result of this successful cooperation has been able to answer Trüb current requests and to set the basis for future upgrades when needed.