

key4events chooses ColorWorks C3500 for colourful visitor passes



The perfect solution for printing visitor passes on demand

key4events has just acquired ColorWorks C3500 label printers for creating high-quality colour visitor passes on demand.

For over 10 years, events specialist key4events has offered a comprehensive range of services to event managers within the scientific sector. Events include seminars, conferences, trade fairs, and more.

As one of the many services offered during the event life cycle, key4events works to make the arrival of attendees at seminars, trade fairs and conferences smoother and quicker.

Innovative solution for plug-and-play self-printing

Until now, the solution used for producing visitor passes involved large laser printers hooked up to computers, and required a lot of space, restricting the design of reception areas. Furthermore, the cost of transporting this equipment and buying consumables was high.

The challenge was how to find a solution that could be adapted to the requirements of speed, aesthetics and green credentials demanded by the medical and scientific sectors.

"We wanted to acquire a self-printing solution for visitor passes and documents at medical and science conferences. As we organise an average of 150 conferences per year all over Europe, we needed a universal solution that would be easy to transport and simple to use for printing visitor passes, forms and labels of different sizes on glossy coated paper," explains Bruno Ricciardi, founder and chairman of key4events.

Compact, light, fast and user-friendly, Epson's ColorWorks C3500 was the ideal solution for printing visitor passes in real time, independently and at a low cost. An interactive terminal incorporates the ColorWorks C3500 printer and a tablet. Data is centralised so that it can be used on demand for looking up the attendee's record, updating it in real time, reprinting visitor passes, and so on.

A fast, reliable, and efficient solution

Medical professionals such as doctors, surgeons and anaesthetists attending specialist conferences expect to be provided with a top-quality pass, and quickly too.

The ColorWorks C3500 inkjet printer is a reliable product with highly resistant pigment inks that dry fast to prevent any risk of dripping during real-time use, meaning that passes can be kept for a very long time. Furthermore, unlike with laser printers, 'just-in-time' printing is very useful for preventing long queues from developing at the entrance to a conference. The average number of visitor passes printed at a single conference can be up to 1000.

In terms of investment, the use of separate pigment ink cartridges, which can be changed as they run out, reduces the cost of printing thanks to a low cost per



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Bruno Ricciardi

Founder and chairman



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label. This is a winning formula compared to the previous laser solution.



Registration terminal with Epson ColorWorks C3500 at a stand



Trade fair entrance with several ColorWorks C3500 terminals

Key Facts

The ColorWorks C3500 offers speed and reliability, and durable pigment inks mean visitor passes last for longer

The use of pigment ink cartridges means a low cost per label, saving key4events money

Labels can be printed at high speeds, which is important as the average number of passes printed at a conference can be as high as 1000

The ColorWorks C3500 is very compact, so it is easy to transport to and from events

The flexibility of the printers enables key4events to use them for a wide range of functions, not just visitor passes