

CASE STUDY

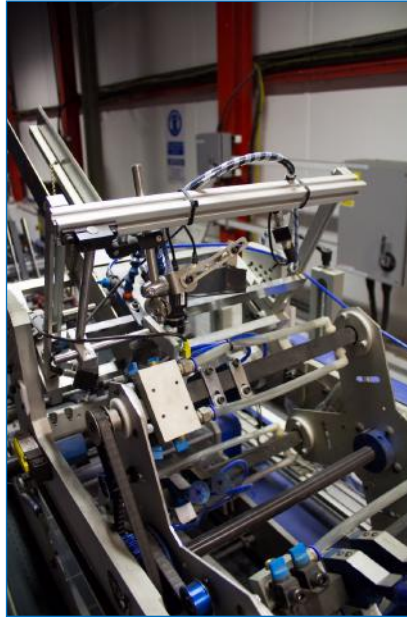
PARAGON CUSTOMER COMMUNICATIONS

Meets stringent SIM pack fulfilment regulations with Lake Image's Read & Print verification system

Lake Image Systems have implemented a 4 camera Read, Print and Verify system Paragon Customer Communications (Paragon CC), to satisfy increasingly stringent SIM card fulfilment regulations and to position themselves as a prominent player in this market.

Paragon CC offer a wide range of packaging options for retail SIM packs, Loyalty cards and store payment cards and lead the field in fast response, high volume and highly secure plastic card fulfilment services for a number of leading names in telecoms and high street retailers.

Installed on a Pack-Smart MM-800 packaging line, Lake Image's DISCOVERY Read & Print solution provides 100% integrity by verifying and matching the carrier version number to an ICCID number read on each SIM against a control file. The SIM card is then attached to the carrier and a Xijet Inkjet head is instructed to print a 2D barcode and a sequence number on the back of the SIM pack. A final camera system, at the end of the line, then reads and verifies each printed code. Throughout DISCOVERY Read & Print's camera-based, multi-zone tracking facility tracks every item enabling the system to run at speeds exceeding 13,000 packs per hour, allowing Paragon CC to produce circa 700,000 packs per month with 100% accuracy and security with full auditability. If the system detects any matching errors or printing defects then the packaging line is immediately stopped.



Since the acquisition of DST's UK Customer Communications business, continuous investment in new technology such as the DISCOVERY Read & Print system has enabled Paragon to comply with very stringent government regulations enabling them to stay at the forefront of SIM and payment card fulfilment services in the UK. As Kevin Taylor, Operations Director at Paragon CC says, "We pride ourselves on delivering the most secure store, payment and SIM cards fulfilment services in the industry. The Lake Image verification solution gives us the tools and assurance that we are delivering the right item to the right person at the right time, and giving our clients complete traceability in the process."

"Our expanding expertise and reputation in the plastic card verification market, has enabled us to meet the growing regulatory challenges our clients face for ultra-high accuracy, speed and traceability. We are delighted that Paragon has chosen us for their verification needs and pleased that our system has helped them to raise their profile in this fast-paced market." Commented Paul Stinson, Sales Director at Lake Image Systems.

About Paragon Customer Communications

Paragon Customer Communications (Paragon CC) are an integrated communication service provider. We use the latest technology to enable responsive and meaningful engagement, supporting our clients and their customer journeys:

- Paragon CC are a UK leader in transactional, regulatory, and direct marketing communication.
- The business is headed up by Jeremy Walters, CEO of Paragon CC, with an annual UK revenue of more than £200m, with 1,800 employees across 11 sites
- UK headquarters is located at Finsbury Circus, London with 10 nationwide production and service sites including facilities in Bristol, Dagenham, Edinburgh, Jarrow, Manchester, Nottingham, Peterborough, Rotherham, Rugeley and Sunderland
- Products and solutions include: Secure document services, data strategy & insight, print services, digital services, managed services, customer communication management

Visit the company website www.paragon-cc.co.uk



PARAGON
Customer Communications

Lake Image Systems Ltd
The Forum Icknield Way Tring
Hertfordshire HP23 4JX England
T: +44 (0)1442 892700
F: +44 (0)1442 892792
E: sales@lakeimage.com



Lake Image Systems Inc
205 Summit Point Drive Suite 2
Henrietta NY 14467 USA
T: 001 585 321 3630
F: 001 585 321 3788
E: salesna@lakeimage.com

Lake Image Systems France
165 Avenue du Prado
13272 MARSEILLE
CEDEX 08 FRANCE
T: +33 (0)4 91 17 90 62
F: +33 (0)4 91 17 90 63
E: euLIS@lakeimage.com

Lake Image Systems Asia
33 Ubi Avenue 3 #03-07,
The Vertex, Tower B
SINGAPORE 408868
T: +65 6509 0192
E: LISasia@lakeimage.com

All product names, logos, and brands
are property of their respective owners.

Copyright ©2021 Lake Image Systems.
All rights reserved.

