

Custom Print Tags: A Guide

Tags can be custom printed to enhance your brand or provide visual information

RFID tags are used for an increasingly wide range of applications. As companies use them to support loyalty or membership schemes, access to events, interactive exhibits, and many other applications it is becoming increasingly common to custom print tags as a way of providing better support for the brand related to the product or service.

CoreRFID can offer different colour and overprinting options on many of our RFID tag products. This fact sheet lists the main options and provides some examples of tags that we have provided to our customers.

Getting The Right Look

Tag overprint and colour options vary from one type of tag to another but the most common forms of overprinting and colour selection are:

- Tag material / background
- Logo / contact details / text over print
- Printed version of the tag's identity number
- Barcode version of the tag's identity number

Using different colour tags and different overprinting can provide an easy way for the users of tags to identify the purpose to which they are being put. Different colour might be used to identify different classes of asset for example providing a simple visual identification for staff or can show different levels of authorisation. Tags can carry instructions about how they should be used or read or can carry details of a contact number to call or a web site for further help. Where tags are used in out-door or industrial environments where poor visibility might prevent them from being seen and read, bright colours on tags may offer a way to make sure a tag isn't inadvertently missed during a visual inspection.



Here different colours indicate adult and child tickets. The wrist band carries the attraction's brand.



Wristband tags produced in multiple colours help to manage access to entertainment events. Different colours indicate different area access.

And, with RFID being increasingly used in consumer related areas, such as ticketing, payment, membership and loyalty schemes, tags can also be used to carry advertising, so providing a way of off-setting the costs of tag production and use.

All that's needed is artwork to the size dictated by the tag, and pan-tone colour references for printed areas. On some tags – especially those like the silicone wristbands illustrated on the left – matching colour specifications exactly may be difficult. However, CoreRFID will work with you to get the best result possible for your particular project.

Some Examples of Custom Print Tags

CoreRFID can arrange the over printing of tags quickly and easily. These examples are all credit card format but the same possibilities exist with many of our keyfob and wristband style tags. Tags can be available in as little as a week depending on the complexity of the printing required and overprinting can cost only a few pence per tag. Credit card format tags are popular when tags need to carry a visual message. They are used for applications such as travel ticketing, access control, loyalty schemes, interactive museum guides, software log in and asset management. Overprinting plain white cards is quick and easy, customised colours make take longer to source. Card data, such as the unique ID number can also be added as digits or as a bar code.

You can view bigger versions of all these tag pictures on-line, here in our [Facebook Gallery](#) at <http://tinyurl.com/c2dea7f>.

Log-In Card with User Identity



This ISO format card, used by staff to clock on to site, is overprinted with the service operator's name. The back carries the unique printed ID, making it easy to link a card to the user data even if electronic reading is not available.

Card Tag Carries Mini-Museum Guide



For Carlisle's Tullie House Museum, RFID enabled cards give access to interactive features in their Roman gallery. The card is printed with a map of the gallery on one side and instructions to visitors on how to get the best from the museum on the reverse.

Card Overprint With Advertising



This credit card style RFID tag for a restaurant's loyalty scheme carries branding front and back and product advertising. Consumer uses of RFID open up opportunities to off-set costs with messages on tags.

Software Supplier's Tag Reinforces Their Brand



Staffplan use RFID enabled cards to identify users working with their software. Overprinting the card that controls access is an easy way to reinforce their brand with their customers.

Health Initiative Uses Branded RFID Cards



The Pan-London C-Card initiative uses RFID cards to control the issuing of free condoms to under-18's. These cards carry a unique identifier that is printed on the card back and shown in barcode form too, so the card can be used in non-RFID equipped outlets.

About CoreRFID

To discuss how a custom printed tag could help your project or to ask our advice on what tags you need, you can contact us:

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