

DASCOM Solution News

Case study of DASCOM Europe GmbH

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DASCOM card printer supports mountain railway tourism in Austria Starjack ensures high customer satisfaction with DC-7600

The customer

The digitalisation of the mountain railway industry in Austria would not be conceivable without starjack. Based in Vorarlberg, the company has proven itself as the digital ticket sales solution. With an online portal, an app, and also a webshop for mountain railways and online ticket sales, starjack ensures that guests in Austria can conveniently and comfortably combine their hotel stay with skiing in winter and hiking

in the peaks in summer. Starjack was founded as an e-commerce platform in 2016 by Austrian and German cable car companies by way of POOL-ALPIN Einkaufsgemeinschaft GmbH. In the meantime, over 100 companies are already implementing their digital sales with starjack.



Simply make your own customised chip cards

Starjack supports the mountain railways in Austria and Germany with a web-based ticket solution and their webshops. This also includes the production of individual keycards. The keycards can be purchased directly via starjack.at and the online shop of the mountain railway in question. The chip cards for the mountain railways allow customers unimpeded access through the turnstiles of the access system used, and allow entry without long queues at the ticket office. Until now, starjack had the customisation of the chip cards carried out by an external service provider. However, in order to improve the service and to adapt

even more effectively to the wishes of the hotels, guests and customers, the company decided to bring production in house at the end of 2021. This is made possible by the DASCOM DC-7600 printer. The robust card printer impresses with its re-transfer printing technology and represents the next stage of development in card printing.

The DC-7600 handles the unevenness of chip cards perfectly



No ordinary card blanks are used for ski passes, because they have an integrated contactless transponder.

The challenge: the card surface is uneven. For a printer, this represents a special task if it does not find a flat surface. However, with the DC-7600 from DASCOM and its re-transfer technology, the marginal unevenness can be perfectly compensated. It also achieves perfect print quality with 600 dpi resolution. Borderless card printing (full-surface, over-the-edge printing), brilliant output, uncomplicated handling – the DC-7600 convinces in many ways. Quiet operation and an impressive printing speed are among the further advantages.

A reliable all-rounder for the mountain railway world

For the DC-7600, the software company Medatec specifically developed several interfaces in order to adapt it to the requirements of mountain railway tourism. As a result, starjack is able to produce individually designed chip cards, including cover letters. When it comes to the material for the cards, things are utterly uncomplicated. Whether PVC, ABS, PET or polycarbonate, whether cards with uneven surfaces or embossed chips: the DC-7600 is a reliable all-rounder that meets almost every material challenge. Furthermore, the fact that it is also very intuitive and thus easy to use makes it the current little favourite at starjack. The DC-7600 enables individual designs for the various different mountain railways. At starjack, we are pleased about this investment in the new card printer.

“Having the printer in house gives us more freedom – we can make changes based on our wishes,” says Sarah Rath, responsible for the B2B division of starjack. An integrated print mask editor, for instance, allows even small changes to the design to be carried out independently.

The DC-7600 ensures high satisfaction at the chairlift

Since starjack has recently been printing in house, the quality and service have improved significantly. **“Complaints from customers relating to ticket printing have decreased by 80%,”** says Sarah Rath. Those at starjack in Vorarlberg thus look forward enthusiastically and are already focusing on the further expansion of customised keycard production in order to establish themselves even more robustly than before as a reliable partner in the mountain railway industry.



Card printers from DASCOM – reliable and flexible

The DC-7600: brilliant colours and full-surface printing

Excellent print quality and watermarks

Retransfer printing technology is the next developmental stage in card printing. The image is first printed on a film and then transferred from the film to the card. This technique is suitable for full-surface, over-the-edge printing and improves reliability. Due to the high resolution of the printers, micro fonts, complex barcodes and detailed images can be reproduced in high quality. By using YMCKH colour ribbons, customised watermarks and logos can be achieved quickly and at reasonable value as extra safety features.

High productivity and easy handling

With an output of 144 cards per hour for single-sided colour printing, the DASCOM printer is ideal for medium to large-scale batches. Inserting the consumable materials is child's play. Both the YMCK ribbons and the transfer ribbon are optimally matched to each other and thus enable the unsupervised printing of up to 250 cards at a time.

Easy connection

The printer has a USB interface as standard. The standard scope of delivery also includes an Ethernet interface, which enables use within a network.

A wide range of cards

The DC-7600 can process cards made of different materials – ranging from PVC and PET via polycarbonate to ABS. With dimensions of 85.6 x 53.98, standard ISO ID-1/CR-80 formats can accordingly be processed, while the bending device installed as standard also ensures perfectly flat cards – even with double-sided printing.

Creating cards with the DASCOM CardEditor software

With the basic version of the DASCOM CardEditor software, which is supplied as standard, users can intuitively create a range of layouts.

The highlights at a glance:

- High-resolution printing with 600 dpi
- Fast printing for large print jobs
- Full over-the-edge card printing
- High-capacity card feeder for up to 250 cards
- Prepared for integrated encoder solutions



DASCOM DC-7600

The products of DASCOM Europe GmbH:

Dot-matrix printers

Innovative all-rounders.

The right decision if you need to print quickly, cost-effectively and in large volumes with carbon copies.

Flatbed Printer

Strong guys.

Whether multiple sets or continuous forms, perfect for recipes, receipts, application forms, invoices, loading lists, etc.

Thermal printers

Robust and compact.

Suitable in several areas such as production, medical supplies or trade for a wide variety of uses.

Mobile printers

The work place professionals.

Compact in size, well thought out details, cost-effective basic model with numerous upgrade features.

Card printers

Fast and reliable.

Whether company cards, loyalty cards or cashless payments – the right cards have to meet many requirements.

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