

SUCCESS STORY

Overview



Industry / Branch: Event Organization
Solution: Exhibition Ticketing
Hard-/Software: CT400 DT

Perforated fan-folded tickets
(tailor-made)

Project

The Customer

The end-user “Angers Expo Congrès” is a major corporate event organizer. With 600,000 visitors and 300 events per year, their congress centre and exhibition park are amongst the most important in France.



Two of their recent exhibitions were the SIVAL (Fair for viti- & horticulture) with about 23.000 professional visitors, as well as the “Wines of the Loire region” fair with about 8.473 visitors.



The Application

The customer was looking to implement an easy but efficient solution to manage their visitor flow with barcode badges.



In order to stay competitive, it is crucial for exhibition organizers to process and store visitor data - not only to speed up registrations, but also to create visitor profiles and statistics for Marketing purposes.

Until now, the organizer had used hand-written badges filled in by hostesses at the registration desk. This was a very time-consuming and cumbersome way, which led to long queues during peak check-in hours.

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The objective of the new system was to track visitor information (such as who, when, through which means, for how long... etc.) and to store it in their overall database for continuous use. The required badge printer had to take as little space as possible, but at the same time, it needed to be fast and easy to load, in order to simplify the hostesses' tasks.

Solution

The first printer proposed, the CL Series, was considered too voluminous for the use at front desks. So the next obvious choice was the CT400. It was also decided to use the **DT** version, as the hostesses should not have to worry about changing ribbons, and for an exhibition badge, the durability of the print is not of importance anyway.

The biggest difficulty was to find a carton label that was easy to tear off, as the printers had been chosen without the cutter option. The solution to this problem was provided by SATO France's label factory that produced 200g **fan-fold tags with a pre-printed black sensing mark** on the back and a **perforation** between each ticket. All CTs are equipped with a reflective sensor for this type of application.



The solution was implemented in close cooperation with a local software integrator who is an experienced supplier in the domain of ticket management systems. The software development was done partly with SATO's printer language (SBPL) and partly with dedicated ticketing software in Windows.

The system was successfully implemented and proved its performance during these two exhibitions. At each event, 12 hostesses used 6 CT400s to print the visitors' tickets on demand. The customer was very pleased with the system and intends to employ it at all their events from now on.

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Benefits



The clear advantage of SATO's solution was the perfect solution fit of the CT Series for this type of event ticketing application: It only takes up little space at the front desk, it is speedy enough to cope with peak-hour use, and it is not at all noisy. In addition, it is so user-friendly that anybody, even inexperienced staff such as hostesses, can handle it.

The superior quality of SATO's consumables and their reliability in terms of proper tearing off of the tickets was another important argument for SATO's solution package

CT Series – The High-Quality Compact Printers with a Small Footprint!

The CT's modern design with pastel color chassis especially suits offices, reception counters, and hospitals. This small footprint printer is perfect for tight and cramped spots, allowing you to save a lot of space on the desktops or counters. Designed to provide convenience, the CT printer has a unique mechanism which caters for easy loading of ribbon and labels.



In spite of being rather small, it is pretty powerful, as its latest RISC processor guarantees high throughput speed, which is perfect even for large graphic data. The CT is available with 203dpi and 305dpi print resolution and as thermal transfer or direct thermal printer.