



PUT YOUR READERS & CREDENTIALS TO WORK FOR YOUR **BUSINESS**

Custom branding the RFID readers and credentials you install can help grow your business. Your logo and contact details promote your brand, encourage customers to contact *you* for credential reorders, and generate new leads.

BENEFITS OF CUSTOM BRANDING:

- **Raise brand awareness:** get your name in front of every system user by branding the customer-facing components—readers and credentials.
- **Encourage reorders:** make it easy for customers to know who to call when it's time to reorder by putting your contact information on every credential.
- **Build brand loyalty:** reinforce customer relationships with consistent branding that builds trust and repeat business.

Put your logo and contact details on any credential—mobile credentials, clamshell cards, ISO cards, key fobs, disc tags and transmitters—and even readers!

(See reverse)

Custom Branding of Readers and Credentials

Featuring high-quality artwork, Farpointe offers quick, on-the-fly private-label options for most readers and credentials.

- **Physical cards and tags:** scratch- and fade-resistant laser etching provides long shelf-life for your branding.
- **Mobile credentials:** full-color digital branding on front and back provides plenty of space to promote your business.
- **Readers:** durable, UV-resistant labels provide full-color branding at every access point. The same labels can also be used on long-range transmitters.

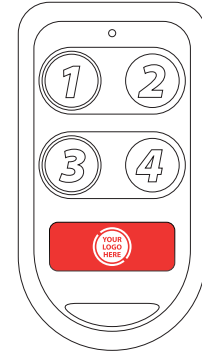
Laser Etched Key Ring Tag



Laser Etched Disc Tag



Labeled Transmitters (same label area as readers)



Laser Etched Clamshell Card



Laser Etched Printable Card



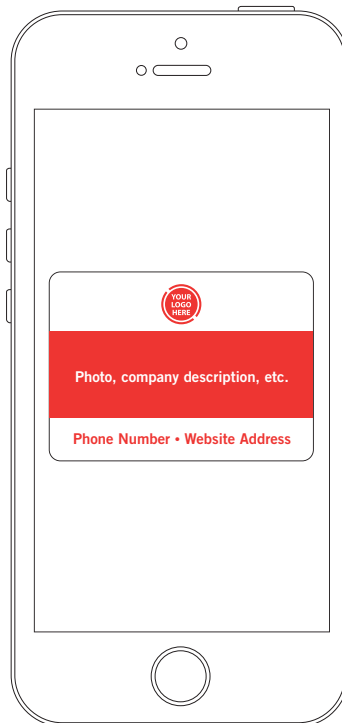
Laser Etched Printable Card with Magnetic Stripe



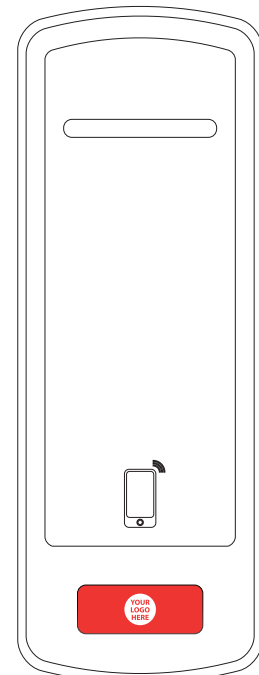
Digital Mobile Credential – Front



Digital Mobile Credential – Back



Labeled Readers – Universal Recessed Label Area



0.9"W x 0.35"H
(2.86 mm x 8.89 mm)

Review our process guidelines for custom branding [Physical Credentials](#) and [Mobile Credentials](#) for more details.

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