



Record-selling product opens doors for print distributors

For immediate release

In a time when organizations are cutting back on purchasing, one company, Data Management, Inc., has seen unparalleled growth in its newest product innovation – the expiring and self-duplicating Visitor Pass Registry Book.

Security is top of mind for any facility that allows visitor traffic. Millions of dollars are spent implementing security protocol. Badging visitors is a component of that protocol. So print distributors who call on schools, hospitals, businesses, or government facilities find it easy to talk about visitor management, starting right at the front desk.

“Our Visitor Pass product gives them an easy opening,” says DMI’s VP of Sales, Margriet Smith. “They have something new to offer that is easy for their customer to implement and to use – far superior than anything they may currently be using.”

Here are three reasons the Visitor Pass Registry Book stands out:

- (1) It’s innovative – the badge turns color overnight. This prevents people from circumventing the sign-in process by reusing a badge the next day.
- (2) It’s easy to use – the expiring feature has a patented one-step activation which simplifies an otherwise complicated process.
- (3) It’s affordable – rather than costing thousands of dollars, as electronic equipment can, this simple-to-use system comes complete with badges, signage, and a log of visitors. (It’s really two products in one. When visitors use it to sign in, it creates a badge for them to wear and, at the same time, it creates a record of their visit.)

The Visitor Pass Registry Book has proven to be an effective, innovative solution that has helped improve the security protocol in buildings worldwide.

Data Management, Inc., is a manufacturer of specialized printed products. Founded in 1961, DMI provides innovative solutions that help clients save time and money, reduce paperwork, increase sales, and protect human assets. The company delivers low minimum order sizes, custom printing, fast turnaround, knowledgeable service, competitive pricing, and guaranteed satisfaction. For additional information, visit www.DMIpartner.com or contact Mart Smith, VP-Sales, at 800-243-1969, ext. 306, or at msmith@datamange.com.