

SUCCESS STORY



SECURITY HOLOGRAM FOR BADGES AT THE ROCK EN SEINE FESTIVAL

Security issues at major events have become an important concern in recent years. The Rock En Seine music festival, held in Paris each year, is an unmissable event in the European calendar. Since 2017, to increase security for accreditation, the organizers have been using plastic card printers to create and print ID badges directly on site, as well as staff ID badges with a photo and hologram.

Created in 2003, with the support of the Ile-de-France regional authority and held at a venue classified as a «historical site» in Paris, the Rock en Seine music festival takes place over three days and attracts 120,000 spectators. With many big stars as well as the latest newcomers, Rock en Seine hosts 65 bands each year and employs 2,500 staff members.

THE MAIN OBJECTIVE: OPTIMIZING SECURITY

To prevent the falsification of badges, the festival organizers wished to extend the use of plastic badges with a photo ID and hologram, while maintaining flexibility for their production. A security film including a hologram is placed on the card to prevent any attempts at falsification. It brings an additional level of security as it is very difficult to reproduce and makes it easy to rapidly identify any attempts at fraud during checks.

The Evolis badge printing solution seemed to be the obvious choice for Matthieu Ducos, Assistant Director of Rock en Seine: «We were aware of the Evolis solution from the Cannes festival, and also Hellfest, where it was already in use. Being able to print badges on site according to demand meets our need for flexibility and rationalization while avoiding waste.» Until now, organizers would have the badges pre-printed by an external provider, and would then print names on stickers and stick them on to the badges.

SIX PRIMACY SYSTEMS PRINT 4,700 BADGES PER YEAR

One month before the start of the festival, six Evolis Primacy print systems were installed and three employees were trained in their use. Ten different types of badge were created based on the employee profiles (technician, organizer, catering staff, production team, partners, etc.) for a total of 4,700 badges for the 2017 event alone.

The backs of the badges were pre-printed by Evolis prior to the event. For its part, the team in charge of the Rock en Seine accreditations personalized the backs of the badges with a color version of the festival logo, the employee's name, their team, their accreditation level and their photo. The badges were then inserted into a second printer containing the holographic ribbon. «Being able to install the holographic ribbon in any Evolis system according to our needs was a huge advantage,» explained Matthieu Ducos.

- **CHALLENGE**
Ensuring secure access control for the teams to the different sites in the festival
- **MARKET**
Leisure
- **APPLICATION**
ID badges and access control
- **EVOLIS SOLUTION**
Primacy



« The heightened security issues in recent years meant we were seeking a new, more secure and more flexible way to identify our staff. »

Matthieu Ducos – Deputy Director
Rock en Seine





TESTIMONIAL

MATTHIEU DUCOS – DEPUTY DIRECTOR

WHY DID YOU CHOOSE A PRINTER FROM THE EVOLIS BRAND?

We approached Evolis when we were considering making changes to our accreditation process. The heightened security issues in recent years meant we were seeking a new, more secure and more flexible way to identify our staff.

WHAT DO YOU THINK ARE THE MAIN TECHNICAL ADVANTAGES OF EVOLIS SYSTEMS?

We soon found that the solution offered by Evolis was able to meet our needs with the quality of their products, their flexibility, and the support of the Evolis team. In addition, it was very easy to interface their printers with our software solution for accreditation management.

WHAT HAVE THE BENEFITS BEEN FOR YOUR ORGANIZATION?

We have been able to manage the badge printing 100% internally. That allows us to be very responsive and to manage our stock with great flexibility. Previously, we would order badges from a provider in advance, sometimes worrying about whether the order would meet our actual needs, or whether we would be left with a huge surplus at the end of the event.

TECHNOLOGY

Primacy, the flagship printer from Evolis, is ideal for issuing ID badges and access control badges for events. Available in single and double-sided versions, it especially meets the need for printing in medium and large runs. The printer offers card personalization in record time: up to 225 single-sided and 140 double-sided cards per hour with color printing. In addition to its high-quality printing with a photographic resolution of 300 dpi, it is highly autonomous with a 100-card capacity for the feeder and output hopper.

Lastly, depending on the needs of the client, various encoders can be integrated (magnetic strip, contact or contactless chip), from the simplest to the most secure.

A **hologram** is a three-dimensional image, created by photographic projection. It is placed on the plastic card in the form of a transparent film, using a specific ribbon.