

Whitepaper

Enhance your visitor experience with ColorWorks C4000e



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EPSON®

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Introduction

When you need to comply with security, access, and health protocols, visitor badges are essential for your business. A badge can show a person's name, photo, the date they're on-site, and who they're visiting, making it easy for staff to identify any visitors quickly and easily.

Badges aren't just for businesses. Visitor and exhibitor badges enhance the customer experience at exhibitions, providing added value through agendas, maps, and sponsorship. Schools can use them to identify students on school trips, providing contact details and medical information in the case of emergencies.

No matter your business or end goal, the Epson ColorWorks label printer range is the perfect choice for colour visitor badges. With Epson, you can have professional, customised visitor badges in a matter of minutes.

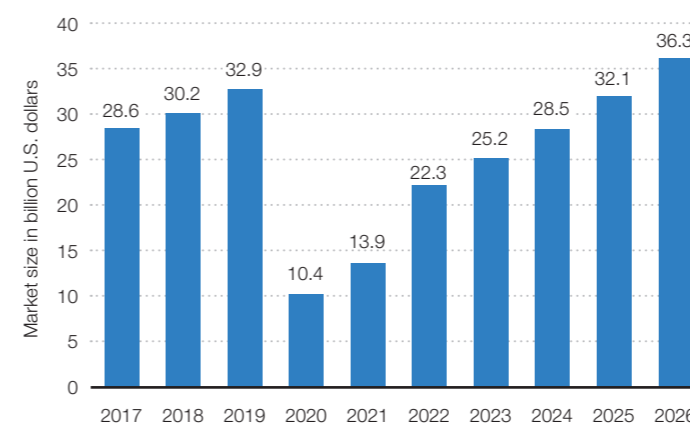
The state of play of the exhibition industry

After the world had to pause exhibitions and trade shows following the COVID-19 pandemic, things are now back on track. The market value of the global exhibition market was estimated at roughly 14 billion U.S. dollars in 2021, increasing by over 30 percent versus the previous year. By 2026, the exhibition industry will surpass pre-pandemic values.

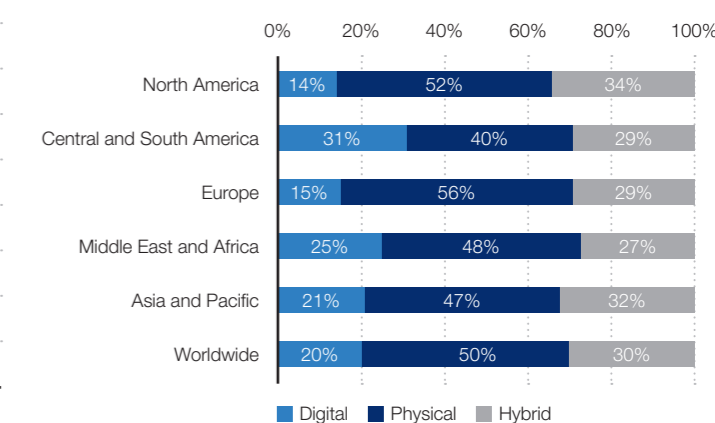
While digital exhibitions have risen in prominence over the past few years, physical exhibitions are still in high demand, with 85% of European exhibitions being physical (56%) or hybrid (29%). This means increased interest in visitor management solutions, including printers.

The way exhibitions are organised and held is changing too. In the past, most events were planned months and years in advance. Now, organisers are planning events just weeks ahead. This means more agility is needed when printing badges, with pre-print badges no longer being a suitable option.

Market size of the exhibition industry worldwide from 2017 to 2021, with forecast until 2026 (in billion U.S. dollars)¹



Type of fairs projected worldwide 2021, by region (share of respondents)²



How did COVID-19 change the exhibition industry landscape?

The 2020 pandemic didn't just mean that exhibitions and trade shows were on hold for a year. It completely changed how organisers planned and managed events.

While the threat of COVID-19 has gone, there is still an increased focus on health and safety, with event attendees demanding more personal space and no queues upon entry.

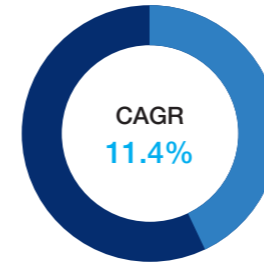
'Hybrid' event attendance has increased in popularity since the pandemic, with attendees allowed to attend virtually or in person. Some attendees like to keep their options open, deciding to physically attend at the last minute.

In the past, exhibitions would take years to plan. Now, event organisers are more flexible, with some events being planned in a short space of time. As a result, organisers are looking for more agile event planning solutions, like on-demand printing of guest badges.



Badges - not just for exhibitions...

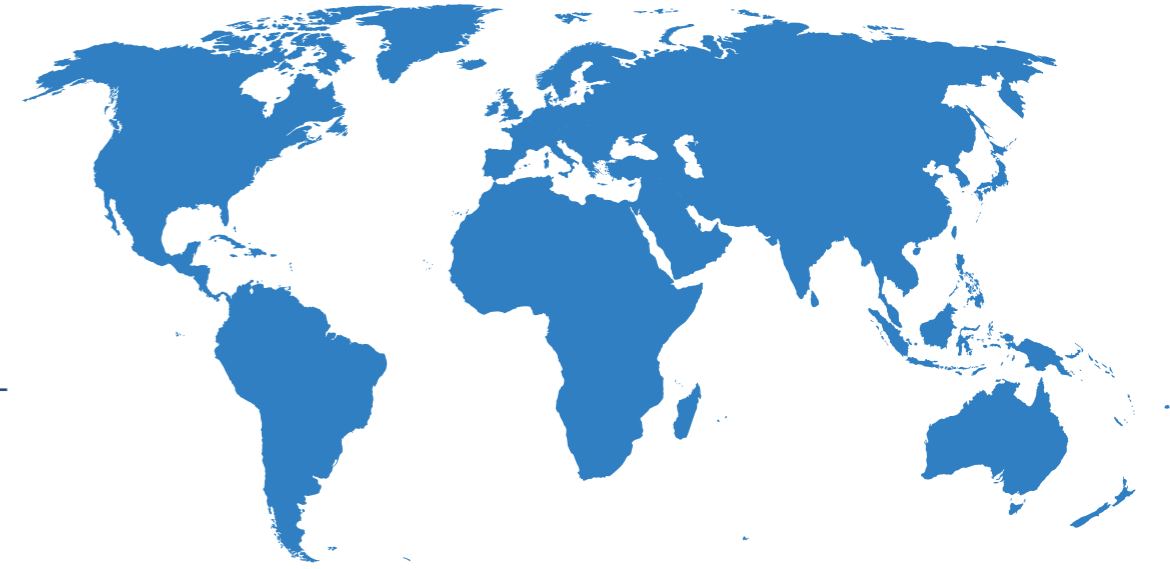
Global access control and authentication market dynamics³



Market value projection 2032
USD 32.2 Billion

Dominating region
North America

Fastest growing region
Asia-Pacific



Global access control and authentication market dynamics³

Market drivers

- Increasing demand for security solutions
- Rising threat of cyber attacks
- Emphasis on biometric authentication
- Government regulations and compliance requirements

Market restraints

- Growing privacy concerns
- Increase in system complexities along with integration issues

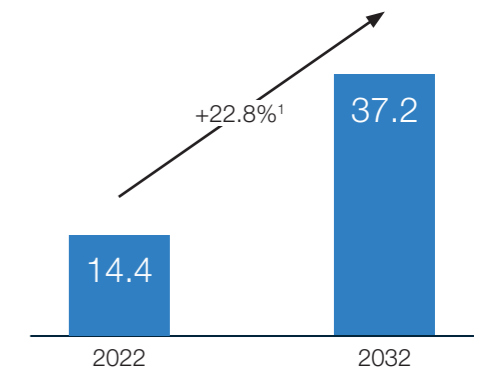
Market opportunities

- Increasing demand for mobile access control
- Rising adoption of mobile and cloud-based solutions

Access control and authentication market by end-user³

- | | |
|----------------------------|--------------------|
| Residential & Commercial | Military & Defense |
| Government & Public Sector | Manufacturing |
| BFSI | Hospitality |
| IT & Telecom | Education |
| Retail | Others |
| Healthcare | |

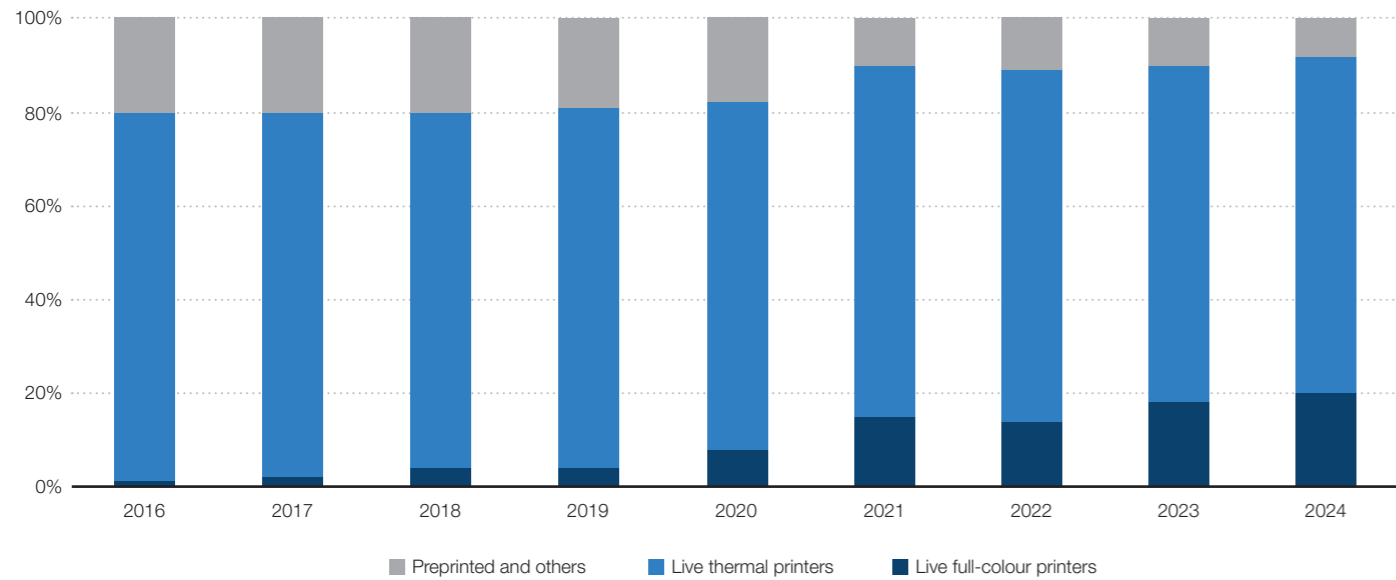
Global access control and authentication market, 2023-2032 (USD billion)³



An ever-expanding market

Most badge-printing solutions use thermal printers, which print in black and white. However, the use of full-colour printers is growing fast.

Estimated market share of badge print solutions⁴



Access management regulation to sensitive sites (Seveso Directive)

The Seveso Directive (SEVESCO) is an EU law that aims to prevent major accidents involving dangerous substances. It applies to over 12,000 industrial installations, including nuclear power stations, chemical plants, and oil refineries.

The Directive requires site owners to implement high levels of security to ensure staff have the correct access levels and visitors are monitored at all times. On-demand, full-colour badge printing can help keep track of who is on-site.



⁴ The role of safety reports in preventing accidents-LBNA25490ENN: <https://minerva.jrc.ec.europa.eu/EN/content/minerva/6b0eafc9-1182-478f-bed1-3703bab28cd3/sis04rolespdf>

3

The benefits of colour

Print a photo of your visitor's face, providing personalisation and an added layer of security.

Indicate the time validity of a badge, meaning staff can ensure the right people are in your building at a glance.

Determine specific access levels in a building through colour coding and scannable QR codes.

Provide additional information and added value that enhances the visitor experience. For example, in the case of exhibitions, a colour-coded agenda, access map, or personalised adverts.

Identify different categories of people, for example, staff and visitors or exhibitors and speakers.

Raise brand awareness by showcasing your business's colour scheme and logo in bright, vivid tones.

Offer colourful, targeted advertising to encourage conversions. Think of a colour badge as premium advertising space or a customisable business card!



Enhancing the visitor experience

Coloured badges help provide an enhanced customer experience across offices, schools, hospitals, and other commercial buildings.

Transform a routine visit into a remarkable one by:

Providing additional helpful information like maps, contact details, or an itinerary.

Offering health and safety information like emergency instructions, details of first aiders, or assembly points.

You can also use colour to differentiate between groups, for example, if visitors speak different languages.

After all, an impressed visitor is more likely to want to work with your business.



Stay safe with a range of colour codes

Colour is a fantastic way to indicate different levels of access and visitor privileges.

You can use colour in conjunction with security elements like QR codes to clearly show the areas of a building a visitor can enter.

A full-colour photo is a powerful tool to provide enhanced security and ensure the person has the correct badge. In schools, badges for kids can feature a parent or guardian's photograph for safeguarding purposes.

Colour can also be used for time-validity purposes. You can use different colours to indicate the validity period of a badge, for example, daily, weekly, or monthly. This ensures safety but also sustainability, as there is no need to print off a new badge every day.



Identify your visitors with just one glance

You can use colours to identify various categories of visitors, like guests, contractors, or employees from other sites.

This makes it easy to tell who someone is and whether they're in the correct location.

You can use colour codes at exhibitions and events to facilitate networking and provide a better visitor experience. For example, you can have different colours for visitors, staff, exhibitors, speakers, and VIP guests.



Beyond traditional use

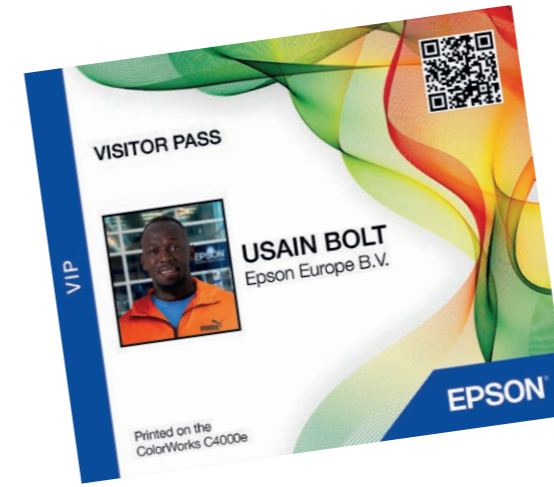
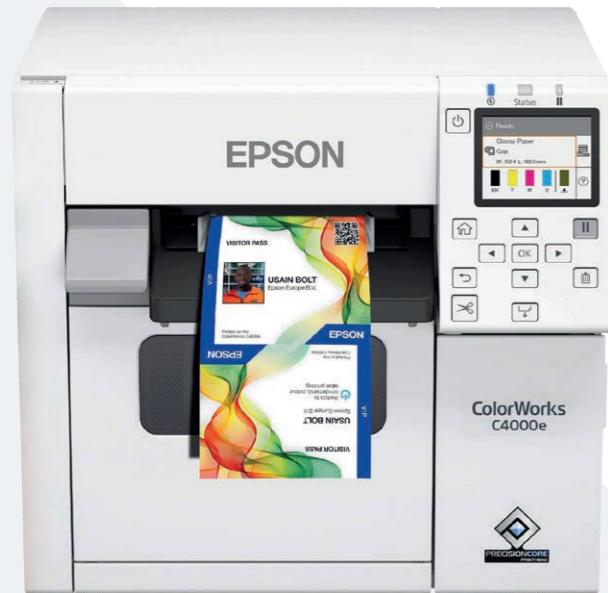
Colour badges give you a fantastic opportunity to think outside the box – think of them as premium, customisable business cards.

Bright and colourful targeted advertising is a fantastic way to boost your revenue and encourage conversions.



Why choose the ColorWorks C4000e?

- Compatible with all platforms – Windows, Android, iOS.
- Sustainable and scalable – no waste, whether you need one or 10,000 badges.
- High-quality, vivid colour printing – no patchy, insipid, or dull colours.
- Quick-dry and water-resistant – ideal for all weather conditions.
- High-speed printing –when you're running an exhibition, every second counts.
- Durable and reliable – no downtime in peak hours.
- Flexible and versatile – change the size of the badge and media type as needed.
- Easy to configure – use the smartphone app or the easy-to-use LED panel.



Case study: Fira Barcelona



Company

Name: Fira Barcelona
 Location: Barcelona, Spain
 Founded: 1932
 Website: www.firabarcelona.com/en/

Challenge

Create high-quality colour tradeshow badges quickly to get attendees into events as fast as possible.

Solution

Implement ColorWorks® C4000 on-demand colour label printer for speed, flexibility, quality, and colour in badge printing.

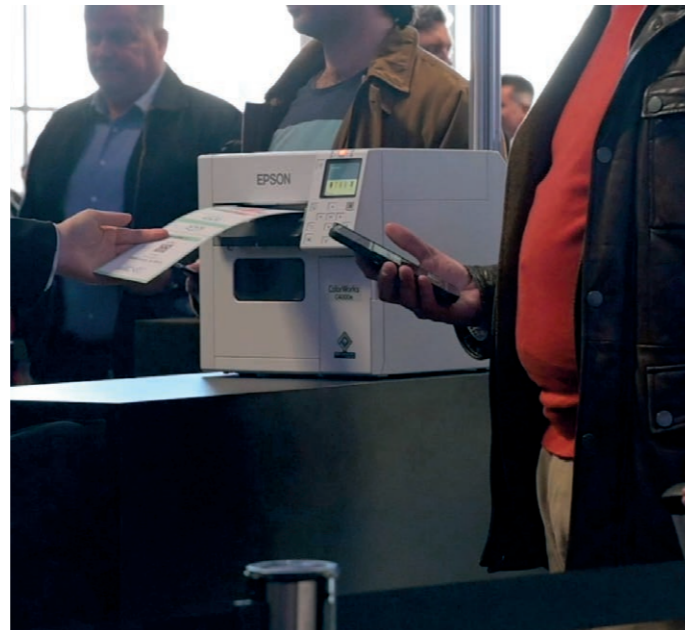
Fast and colourful tradeshow badges

Fira Barcelona finds success with ColorWorks on-demand label printers for event badges

Alex Freginals is responsible for technology projects at Fira Barcelona and he had one goal when evaluating the badge printing process – to have the entry of participants be continuous without any delay or interruptions. “While entering the show, every second or millisecond counts,” he said.

Fira Barcelona is one of the most important trade fair organisations in Europe in terms of the volume and quality of its events, the high level of its venues and its organisational experience and professionalism. Its biggest challenge was to get visitors through the entry process as fast as possible.

After choosing the Epson ColorWorks C4000 printer, they were able to do just that. “Visitors would enter and we would scan their identification, then print their badge right there and keep the line moving, without any stops or interruptions,” said Freginals.



Choosing a printer

Each year Fira Barcelona organises and attracts events that are international leaders within their specialities (food, technology, health, fashion, automotive, industrial production, etc.). It also innovates to expand its fairs and create events to meet new social and business demands.

According to Freginals, they chose the Epson ColorWorks printer for three main reasons.

“The first reason we went with ColorWorks was the wide colour gamut available and the outstanding colour print quality,” he notes. “Second was the fast print speed of ColorWorks, because fast print speeds were required. Third, we needed reliability. We print thousands of badges daily and require a system that wouldn’t fail.”

The Epson ColorWorks C4000 offers crisp, photo-quality colour labels on demand in a compact design. Leveraging the ColorWorks printer, Fira Barcelona was able to offer different colour badges. “This allows for easy identification for all trade show participants. Plus, it creates better opportunities between visitors and exhibitors,” said Freginals.



Power of the badge

Freginals notes that in the past, a badge was the only item that allowed entry to a tradeshow, but nowadays, there are more options, like using a mobile device. Yet he doesn’t believe the two are equivalent.

“When networking and meeting other tradeshow guests, a badge provides basic information,” he notes. “Also, it is a keepsake, almost like a medal, where we are proud of attending a show and we see the tradeshow badge as a symbol.”

Fira Barcelona sees a bright, colourful future for badges. They can be a fun item that brings out an entity’s own style. “Full badge customisation with logos and more – it fully showcases who people and companies are,” he concluded. “Epson ColorWorks gave us the on-demand colour printing solution to meet our needs.”

The views and opinions expressed in this article are those of the individual.

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¹ Worldwide; 2017 to 2021. Source: Daedal Research; ID 1261257

² Worldwide; June 2021; 474³; exhibition companies; *The survey included the following number of respondents per region: Worldwide = 474; North America = 42; Central and South America = 82; Europe = 159; Middle East = 25; Africa = 19. Source: UFI

³ Source: Acumen Research and Consulting

⁴ Epson internal research

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