

## Why spend more for an Identity Stronghold Secure Badgeholder™?

*Identity Stronghold invested over half a million dollars designing our Secure Badgeholders.*

Some may ask, “For a simple badge holder, why would you do that?” We designed our RFID shielding badge holders from the ground up in order to protect the most expensive ID cards ever made. You have invested a lot of money and time in these new smart ID cards and you deserve a holder that was designed with 21<sup>st</sup> century technology to protect these new cards. We understand you wouldn’t want to trust an old vinyl or plastic card holder patched together or retro-fitted to try and secure your sensitive information.

We have found that when companies are choosing which badge holder to buy, decisions are often made during a quick meeting where a couple of people pass around a few holders. The outcome is usually price oriented.

We have put this document together to help clients have more in depth knowledge into what really makes the Secure Badgeholder the best in the industry. Our products may be a bit more expensive, but their overall cost of use actually makes our product the least expensive overall.

**Open Face Design:** One of the first things you will notice about our products is their open face design. At first some people ask, “Doesn’t this expose the card to more damage?” In reality the answer is no. It actually reduces damage. Here’s why.

- 1) Many less expensive or poorly designed badge holders have been modified with thumb holes so you can remove the card from the shielding to have it read. This creates long term problems with your expensive cards. A thumb hole causes a focusing of wear from finger oils and dirt to a small area on the card. What will soon start to show up is delamination and wear from the thumb hole area. Printing and photos will soon be worn off from this area.
- 2) Having a cover over the badge, like less expensive products, also holds in dirt, dust, and liquids. Once these foreign materials get captured inside the holder they are nearly impossible to remove.
  - a) When trapped in a closed face holder, grains of sand and dirt work as an abrasive, much like sandpaper. This will both generate early wear on the card as well as reduction of visibility of the card through the holder as small scratches form on the holder and the card.
  - b) Liquid spills like coffee and even rain are held in these closed face holders. These liquids can stain the card or even cause delamination.

- c) Contrarily, our open face products allow for easy cleaning. With the card removed it is simple to wipe or rinse away any dirt, dust, or liquids. There is no cover to block access to cleaning, and no cover to hold abrasives against the card.
- d) RFID cards do not need additional covering, as FIPS 201 specifies that the cards themselves be laminated to provide protection from UV rays and other wear agents.
- 3) Our open face design also gives ergonomic benefits. When you need to remove the card for contact access you have a much larger area to grasp the card. It is very easy to remove a card from our open face designs. Compare this to the difficulty thumb holes give to someone with arthritis or other dexterity issues or even someone wearing mittens or gloves in a cold environment.
- 4) Our Secure Badgeholder Classic's squeeze to read™ technology reduces card wear to virtually zero when used at contactless card reader points. Because the card swings away perpendicularly instead of sliding, your cards will stay looking new.
- 5) Our Secure Badgeholders have a raised rim around the sides that also block damage from things like leaning into a desk or a workbench.
- 6) Our open face design also gives the best visibility available. You won't have issues like discolored, foggy, wavy, or scratched plastic blocking your view of the card. Also you won't have the glare that a closed face holder will have. What value is a holder if you can't see the card?
- 7) Our open face allows us to manufacture the Secure Badgeholders in a variety of colors. This will allow you to differentiate different types of employees and contractors. It also allows for personal styles and preferences to match clothing.

**Durability.** There are many different types of plastics and materials badge holders can be made of. We use the strongest and most durable materials available.

- 1) The rigid plastic of our holders is made from super strong polycarbonate. Many competitors use polystyrene that easily cracks and shatters.
- 2) A broken holder can mean a lost ID card. You then have a replacement expense and a security risk.

**Construction:** Will your holder stand the test of time?

- 1) Our Secure Badgeholder products don't use any plastic welds or heat staked plastic pins. These are common failure points.
- 2) Our Secure Badgeholder DuoLite is made from a single piece mold of polycarbonate so there are absolutely no seams to fail.

- 3) Our Secure Badgeholder Classic uses two single pieces of polycarbonate linked together by high quality stainless steel spring clips that are corrosion resistant for wet or saltwater environments.

**Card loading direction:** This is very important as well.

- 1) Some competing products may have bottom loading access. This is a lost card waiting to happen. The pressure grip used in these types of designs could weaken over time with use. Once this happens, at some point the card will fall out the bottom.
- 2) Our Secure Badgeholder Classic is a single card top load design
- 3) Our Secure Badgeholder DuoLite holds two cards and incorporates both a top load and side load allowing individuals to decide which loading format is easier for them.

**Card retention:** It is just as important to be able to remove a card as it is to keep it held in.

- 1) Our Secure Badgeholders have been designed to hold the card in safely even when shaken upside down or sideways, yet have special designs to allow ease of removal when desired.
- 2) Some competitive products do not have retention features other than gravity. Sometimes a card holder can end up inverted. When this happens with no retention feature, the cards easily fall out.
- 3) Some other competitive products have retention features that are poorly designed. They do hold the card in but make it very difficult to remove. Fighting to get your card out will cause a lot of excess wear on the cards where the retention measures exert too much pressure.

**Experience:** You have many choices when choosing a shielded badge holder.

- 1) Identity Stronghold was the first company to ever be approved by NIST and GSA to meet the FIPS 201 guidelines for shielding technology.
- 2) Our products have been in the industry longer, giving us the experience needed when making new designs.
- 3) Identity Stronghold has sold over 5 million card shielding products to date. We have proven manufacturing capabilities for large and small volume orders.

**Testing:** Identity Stronghold does a lot of lab testing to verify quality construction.

- 1) Our design labs use many different repetitive motion robots that can test our designs through tens of thousands of repeated uses.

- 2) Our design lab also does environmental testing such as salt fog baths and heat ovens to make sure our products can withstand all the different environments our holders will be subjected to.
- 3) This high level of testing enables us to determine whether our products will withstand years of use. Be sure to ask other competitors what kind of testing they have done.

**USA Made:** Whether your company just knows it is good business to support American labor or you're a government agency that is required to abide by the Buy America Act and the Trade Agreements Act, real country of origin is important.

- 1) Our Secure Badgeholder and Secure Sleeve® products are being made entirely in the United States. That is starting from raw polycarbonate pellets to final assembly. They are made right here in the United States.
- 2) Other products may meet some of the guidelines but are not made 100% in the USA. Ask more in-depth questions about country of origin when buying your badge holders. A good question to ask is *where* the plastic parts for the product are actually injection molded. Your answer will often be China, Taiwan, or Germany.
- 3) Many of our competitors have parts manufactured in other countries and just do the final assembly in the United States in order to claim US Made origin.

In summation, when purchasing products from Identity Stronghold you are purchasing the best quality products available to protect the cards, your business, and your privacy.



## Securing Your Personal Identity