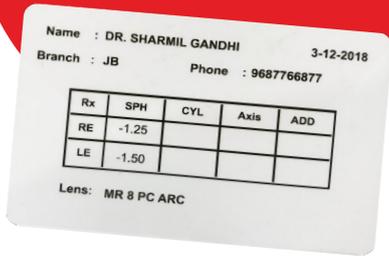


# SUCCESS STORY



## OPTICAL PRESCRIPTIONS KEPT SAFELY

Optical prescriptions are the most misplaced pieces of medical documents all over the world, especially due to their small paper format. To avoid such an inconvenience, two opticians in the state of Gujarat (India) looked at a more viable solution which can be stored in a wallet: a plastic card printed with Evolis Primacy.

### NO MORE LOSING OF PRESCRIPTIONS

In India, an optician is authorized to carry out optical examinations and prescribe eyeglasses. Traditionally the opticians provided their customers with their optical prescription written on a piece of paper. Customers regularly misplace this document. They then solicit their optician to check their eyesight again or have their prescription reprinted. To solve this problem, opticians Hardik Bardoli and Aditya Choksi opted for an innovative solution: a spectacle prescription in the form of a durable plastic card. A plastic card is convenient and easy to store in a wallet. Thus, the customer can carry it around without forgetting it during the next visit to the optician. "People are used to storing various PVC cards in their wallets such as credit cards, membership cards, loyalty cards etc. By choosing a credit-card sized plastic card, I was assured that our customers won't lose their prescription so easily", said Hardik Bardoli, Owner of Patel Opticians.

The personal prescriptions are printed on plastic cards with the Evolis Primacy Duplex printer. This card can be used for two years in order to get any prescribed glasses. In addition to the optical data, the patient's name, age and date of check-up are printed, along with the Opticians contact details.

"Thanks to Evolis Primacy, our customers now keep their prescriptions safely" says Aditya Choksi, Owner of Laxmi Opticians.

- **CHALLENGE**  
End the loss of optical prescriptions
- **MARKET**  
Healthcare
- **APPLICATIONS**  
Optical prescription card
- **EVOLIS SOLUTIONS**  
Primacy Duplex

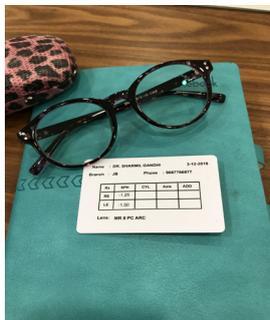


"Thanks to the Evolis Primacy card printer our customers now keep their prescriptions safely."

Aditya Choksi, Owner of Laxmi Opticians



## PRESCRIPTIONS ON PLASTIC CARDS SAVE TIME



For Hardik Bardoli, "this solution offers a host of benefits. Our main aim was to provide a more efficient way to store and manage the prescriptions. We also wanted to avoid frequent walk-ins of customers seeking the re-issue of their prescriptions.

Now with Evolis Primacy, we have found the right solution! The printer matches our expectations when it comes to quality of printing and rapidity. This solution is cost efficient and enhances the overall image of our store and this is highly valued by customers and optometrists".

## Technology

Primacy is the fast and versatile card printer from Evolis. It is available in single and dual-sided versions and is the ideal choice for printing and encoding cards in medium and large runs. Using advanced encoding technologies, this desktop printer is the best solution for issuing personalized cards, from the most simple to the most secure. Color card customization is done in record time (up to 225 cards per hour for single-sided printing and 140 cards per hour for dual-sided). In addition to 300 dpi photographic resolution and edge to edge printing for optimum print quality, the printer offers high capacity with a large card feeder and output tray. Finally, the printer can be upgraded with different encoders depending on the client's needs.

Primacy is ideal for instant issuance of staff identification badges, access control badges, payment cards, healthcare cards, student identification cards, multi-application cards and event badges.

Primacy is now available with an optional colour touch screen enabling the user to interact in real time with the printer without being in front of the PC.

