

CASE STUDY

Desktop
Card Printers

National ID



Matica Printers used by U.S. Federally Recognized Tribe to ensure Authentication of their Tribal Citizens

Customer: Central Council of the Tlingit and Haida Indian Tribes of Alaska (CCTHITA) is a federally recognized tribe. There are over 30,000 enrolled tribal citizens eligible to receive a citizenship identification (ID) card.

Matica Partner: SECURE iD LLC (Anchorage, Alaska)

Business challenge: Issue tribal authentication card to Central Council's tribal citizens; significantly reduce risk of forgery; compact in size so staff can take the printer with them to issue ID cards in remote areas; meet requirements for secondary TSA travel identification.

Solution: Two Matica XID8600 retransfer printers combined with two L1002 laminators provide high-quality ID card printing that draw together advanced authentication components.

Results: Central Council has successfully integrated improved, personalized authentication ID cards with custom hologram and 600dpi high-resolution printing for their tribal citizens. Risk of forgery dramatically reduced. The printing system is compact enough for transport to remote communities.

Initially Central Council used an embossed card system, which they replaced with a direct-to-card printer. It became apparent that further measures were needed for authentication and security purposes. With the recommendation of a more secure system, the tribe looked into upgrading to a higher quality system with more security features:

- ▶ Central Council chose the XID8600 for ultra high-resolution print technology with long-lasting, non-fading color presenting a long-term return on investment.
- ▶ The tribe purchased two systems: one kept on-site at headquarters and the other is mobile, allowing workers to issue citizens' cards in isolated regions separated by Alaska's archipelago.
- ▶ The new hologram provides instantaneous authentication, which also includes UV print. It is also TSA approved.
- ▶ Improved protection from forgery thanks to advanced edge-to-edge 600dpi retransfer color printing, microtext printing and customized hologram.

Alaska, USA



Introduction

When Central Council of Tlingit and Haida Indian Tribes of Alaska (Central Council) approached their vendor, Secure iD LLC, they had a number of functions the card needed to perform.

The Tribe's Program Compliance department's primary duty is to identify their tribal citizens. Tribal citizens are issued an identification card to confirm that they are registered to a federally recognized tribe allowing access to services for which they may be eligible. Services include housing, education, health, other tribal services and (tribal) voting, and travel such as international travel allowing the legitimate crossing of the border to Canada.

The Program Compliance department is also responsible for issuing identification cards to Central Council's employees. This card provides verification of employment and allows employees to receive federal government rates for business travel.

Because the previous cards had become 'time-worn' it was time to renew the overall look to reflect and inspire a continuing sense of pride and belonging.

"The new ID cards satisfy all these goals and our tribal citizens are very pleased with them," says Grace Hawkins, Central Council's Program Compliance Coordinator. "We've even managed to incorporate our tribe's logo – a formline design of an eagle and raven – as a customized hologram, which makes it unique and creates an extra security feature."

A tribal citizen from Central Council designed the dual-sided card bringing another special element to their new ID.

"There's a lot of interest among our tribal citizens because it's a second form of identification," added Valerie Hillman, Central Council's Program Compliance Manager. "Other tribes have inquired about our new ID card and it's inspiring them to renew their own as well."

"It's definitely created a whole new feeling of tribal pride, which is unifying," says Andrew Williams, Central Council's Business System Analyst.

There are two avenues in which a tribal citizen may receive a tribal ID:

- In person by visiting a Program Compliance's office or
- by providing a notarized affidavit including a photo.

It's practical and daily usage has proved effective, whether that is accessing educational scholarships, medical or dental services or transport systems. Given Alaska's diverse geography – divided so often by large bodies of open water managed by federal regulations – there is a higher proportion of airplanes and ferries than in other states.

"Knowing Matica XID8600 can expand, it allows us to evolve quickly and affordably in the future," said Grace.

Secure iD LLC responded to the tribe's inquiries by proposing Matica's XID8600 high-resolution retransfer printer and the L1002 laminator. Two machines were purchased; one for the field and the other stationed in the Program Compliance office.

The tribe will evaluate their future needs but adding authentication features such as QR codes to allow their tribal citizens access to online client database interface may be options.

SECURE iD LLC has had a long and successful relationship with CCHITA going back to the early 1980s. First, we helped to provide them with embossed cards and foil tipped characters and eventually migrated into direct-to-card printing with programmed connection to a server database. When Valerie and Grace contacted me with their request to reach for a higher quality of card which needed security and authentication features, I was absolutely tickled to show them Matica's XID8600 printer. Not only were we able to make a major leap in copy quality but I knew that the machine's steel metal frame would provide the physical durability they need for regularly transporting it throughout the state. These machines are "glorious workhorses."

Joe Longly,
SECURE iD LLC



Sample Card

"Our vendor, Secure iD LLC is an excellent resource in regards to inquiries on ID card systems. We found our rep incredibly easy and enjoyable to work with and he totally understood our needs and our budget. They have great customer service and are very responsive to our calls."

Grace Hawkins,
Central Council's Program
Compliance Coordinator.



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