

SUCCESS STORY



- **CHALLENGE**
Facilitate the management and issue of membership cards
- **MARKET**
Leisure
- **APPLICATION**
Identification badge
- **EVOLIS SOLUTION**
Badgy200



A PERSONALIZED MEMBERSHIP CARD FOR EACH FAN OF THE DUCS D'ANGERS ICE HOCKEY CLUB!

Identification in the field of leisure activities is a vast and sometimes complex subject. Whether they are athletes, fans, partners or management teams, they all need to be identified... and more and more clubs chose the plastic card to fit these needs. Beyond serving as identification, the card is proof of belonging to a great sporting family. It can be obtained in various ways: by mail through national federations or instantly from the clubs! The managers of the Ice Hockey Club "the Ducks d'Angers" chose instant delivery to manage the cards for their members, supporters and VIPs.

THE CHALLENGE

Since their inception, the Ducks d'Angers have climbed the divisions to get very close to the top of the French Ligue Magnus in 2013.

Over the years, attendance at the ice rink has risen, reaching nearly full capacity during the 2013 season. Success breeds success, with more season ticket holders, partners and VIPs. Not to mention the growing fervent support of the Raptors fan club.

In 2011, in light of this growing success, new facilities and management tools became necessary, in particular to ensure the safety and comfort of the fans. The first investment was a bus to transport fans to away matches. Another concern was identification for fans when traveling and also for members and VIPs when attending home matches. The aim was to find a simple and effective system, and they decided on plastic cards!

THE SOLUTION

After reviewing the existing offering, the club selected Badgy printers by Evolis. Badgy is an all-in-one solution that comes with personalization software, access to a card template library and some consumables. An ideal package to meet the needs of the Hockey Club.

THE BENEFITS

Thanks to Badgy, since 2012 the club used to print nearly 700 personal cards for each season, mainly using two models: badges for members & fans and badges for partners.

Operators required minimal training thanks to its ease-of-use. This was an important point for the small administrative team of the Ducks d'Angers who is in charge of printing the badges, along with many other tasks.

"Since we started using Badgy, it's much easier to keep track of our members. The plastic card creates sense of belonging to the club. It also shows our quality and professionalism. We can't imagine working without Badgy," says Pierre Neveu, Partnership Manager of the Ducks d'Angers.