



VIDS Quarterly

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Mag Tags

The utility of a magstripe card, the convenience of a key tag.

Our patented MagTag is the first key tag with both a bar code and a magnetic stripe. It can be used for customer loyalty programs, gift card programs, debit applications and access/ security control.

Mag Tags work with standard POS swipe readers. The POS software captures the encoded data for program implementation. They are so easy for your customers to use; Mag Tags simply attach to a key ring. Whenever a customer leaves home, they have your Mag Tag on their key ring. Also, it is produced easily at checkout. As an added bonus, your logo is seen repeatedly by their friends, family and acquaintances.

We manufacture the Mag Tag of a highly durable 30 mil polyester laminate with a printed plastic core. The Mag Tag is much stronger than regular credit card plastics and lasts for years.

Applications

Customer Loyalty - The Mag Tag allows businesses to register customers, track spending and offer incentives to loyal customers.

Gift Tag - The Mag Tag can be used as a gift card in any denomination.

Cash Tag - A Mag Tag linked to a credit card offers all of the advantages of a non-contact "pass" at a fraction of the cost.

Access/Security Control - A Mag Tag can be used to track entry and exit and/or time and attendance.

For more information on the **Mag Tag**, contact your sales representative at info@vanguardid.com.



HOW TO REACH US

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Founded in 1987, Vanguard ID Systems pioneered the development of bar coded cards and key tags. Vanguard ID Systems has manufactured over 360 million key tags used in 28 countries. In fact we invented the bar coded key tag in 1990.

Today, we are the leading producer of innovative formats incorporating cards, key tags and labels. Vanguard ID Systems manufactures bar coded cards and key tags for video and gym memberships, libraries, frequent shopper and customer loyalty programs. We are proud of our growing list of award winning designs and patents. All manufacturing is done at our West Chester, PA facility allowing us to maintain consistent production standards and short turnaround times.

PROMOTIONS & NEW HIRES



Victor Murray was recently promoted to National Sales Manager. Vic has worked at Vanguard ID Systems since 1997 as a National Account Representative.



Jay Laufenberg has been hired as a National Account Representative. Jay will be working with our customers in the Hospitality and Restaurant businesses.