

Pitney Bowes Introduces Badgy



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Pitney Bowes has announced the extension of its product range to include the Evolis Badgy, a new badge and card printer.

Badgy offers a plastic card printing solution that gives users a flexible way to create high impact personalised badges and business cards on demand and is as simple to install and use as an inkjet printer. It produces smudge-proof and tamperproof high-quality badges and is suitable for creating a range of items including business cards, employee or visitor badges, library, canteen and club cards.

Included with Badgy, is access to an extensive range of card templates available for download from the Badgy website. Users, both beginners and experienced, can then easily customise these templates to their own design, including their own corporate branding, logos, pictures, text and images. The website also provides users with ideas and examples to help spark their own creativity.

Badges and cards can be printed within a few seconds at photo-quality resolution. These high quality cards create a great first impression and help to enhance brand image.

Badgy has been designed for any company, club, association, retail, local authority or school that wishes to design and print instantly. The affordable and user-friendly qualities of Badgy make it accessible to all.

The flexibility of Badgy allows users to print as many cards as they require with a single click and each of these cards can have a unique

message or offer. The compact and elegantly designed unit is shipped with consumables and accessories to print 100 cards. It also features a 100 card feeder and output tray.

Phil Hutchison, Tactical Marketing Director at Pitney Bowes commented: "Badgy is an excellent product for small businesses that want to present themselves professionally. It is not only a great way to issue visitor, conference and event cards; it's the perfect solution for creating loyalty and promotional cards for your business.

"The printer is a perfect fit for the Pitney Bowes product portfolio, further extending the range of solutions that deliver convenience and quality to the smaller business."

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About Pitney Bowes
Celebrating its 90th year of innovation, Pitney Bowes provides software, hardware and services, including [franking machines](#), [document binders](#), [letter openers](#), [folders and inserters](#) and high volume address printers, that integrate physical and digital communications channels. Long known for making its customers more productive, Pitney Bowes is increasingly helping other companies grow their business. Pitney Bowes is a \$5.6 billion company and employs 33,000 worldwide. Pitney Bowes: Every connection is a new opportunity.

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