

All Companies Should Have Custom ID Badges

When a technician from a company enters a neighborhood and knocks on someone's door, he or she should be wearing a Photo ID Badge with the company's logo and a clear photo matching the technician's profile.

By simply glancing at the Photo ID Badge, the homeowner will be able to identify the person as an employee of the company and not an intruder with a hidden agenda.

The more companies that use Photo ID Badges the harder it is for vandals, burglars or thieves to gain access to someone's home by posing as a plumber or the Cable guy. All this security from a little badge--the size of a credit card. But it makes sense.

By reducing the risk of danger Photo ID Badges and Custom ID Cards provide piece of mind for not only the homeowner, but also for the company and the community as a whole.

The benefits don't stop there. Photo ID Badges communicate safety and professionalism to everyone involved; they generate and maintain the company's brand recognition; and they help keep the employees in check by deterring several different types of fraud.

What's more, employees like to be identified as players on the team. It gives them that sense of belonging to a team much the way a uniform does. And by knowing the person's name immediately (again, the glance thing) they will be more likely to communicate with that employee.

All of these benefits make operating a business smoother and safer while promoting growth. Every business should use Custom ID Badges.

Although this is true, it's not practical for small businesses to create Photo ID Badges in house because it involves a lot of equipment such as a digital camera, mechanical parts, software to design the graphics and place the photo, a plastic card printer---and not to mention, an experienced person to run this equipment.

While a large company that has more security issues and more unfamiliar faces may see it fit to invest money into this kind of equipment to produce Custom ID Cards in house, it's not feasible for small- and medium-sized businesses. They simply can't justify allocating resources to print them in house when they only have a handful of employees, say, five.

Why would a company with five employees create Photo ID Badges in house?

That said, only recently has it become more practical for all sized companies to have Custom ID Cards or Custom ID Badges. Fortunately, once again, technology comes to the rescue and levels the playing field, making it easier and more affordable for small businesses to create and customize their own Photo ID badges no matter how lean their staff may be---in fact, they can order as few as one.

These applications and services provide the same quality Custom ID Cards but without the huge investment, making it a viable option for smaller companies. And the cards are just as professional and durable as the ones made with all the complicated equipment.

With no hassle, professionals can design one or two-sided Photo ID Badges and add a bar code or a slot punch to the card to attach a clip strap or lanyard. Also, they can use the company's colors and upload the company's logo. And the Photo ID Badges come in a wide range of colors and sizes, in portrait or landscape. All of this can be customized in a matter of minutes. And it's nowhere near the cost of printing them in house.

So it's *safe* to say there is no excuse for any company to not have Photo ID Badges for their staff.