



## The card is important— so is the stripe

A marginal stripe can mean aggravation and lost time for the Player and the Player's booth – frequent card replacements, bad-reads on cards, even slow print performance. HBM reviews and optimizes printers and magstripe encoding to maximize the success of your Player club program.

At HBM, Coercivity, Oersted and Retentivity are a part of our daily vocabulary.

Put our expertise to work for you and ***Consider Player Cards Done.***

### **Coercivity**



The most common term regarding magstripes representing how durable the magstripe's ability to retain its encoded information. Until now, choice was limited to a LoCo (low coercivity = cheaper but less durable) or HiCo (high coercivity = more durable, but more expensive) magstripe. Today, the MedCo (medium coercivity) magstripes offer a perfect blend of cost and durability.



### **Oersted**

The unit of measure for magnetic energy.



### **Retentivity**

The capacity of the stripe to retain its magnetic property. The higher the retentivity, the longer the stripe will hold data.

Nothing gets us more excited than optimizing Player Cards—Start & End Sentinel number positions, Encoding density, Leading/trailing clock pulses, redundant encoding and reader type are just a few of our favorite things.

Contact us today for the industry's most reliable Player Card, ID Card and Loyalty Card printing solutions.



(775) 322-4559



info@hbmtechnology.com



hbmtechnology.com