

Heart Of The North Tours LLC

Introduction

This case study of Heart Of the North Tours LLC is based on an August 2023 survey of PDC Thermal Wristbands and Printer Products customers by TechValidate, a 3rd-party research service.

“Because I replaced tags with bands, sending them via mail is much easier, they arrive intact and my customers are happier”

“I use a mix of PDC and other brands of printers, the bands are color coded for my application and I am currently running 11 printers/colors”

“PDC offers a good line of wristbands and the original printers are great!”

Challenges

The business challenges that led the profiled company to evaluate and ultimately select PDC Thermal Wristbands and Printer Products:

- The type of identification product they were using prior to PDC’s thermal wristband and printer products:
 - I am not using the bands for wrists – these replace cardboard luggage tags
- The challenges they experienced prior to using PDC thermal wristband or printer products at their organization:
 - Changing the printer dpi caused me considerable issue
- The level of difficulty in customizing their wristbands with different information when needed prior to using thermal wristband and printer products from PDC at their organization: not difficult

Use Case

The key features and functionalities of PDC Thermal Wristbands and Printer Products that the surveyed company uses:

- The thermal wristband and printer products that are currently being used by their organization:
 - PDC Thermal Wristbands
 - PDC Thermal Printer
- The level of importance for their organization to identify authorized guests: very important
- The reasons they selected PDC thermal wristband or printer products over other brands:
 - Wider selection of products
- The type of information they are currently custom printing on their thermal wristbands:
 - Unique barcodes
 - Detailed customer identification

Results

The surveyed company achieved the following results with PDC Thermal Wristbands and Printer Products:

- The key benefits of using the thermal wristband and printer products purchased from PDC at their organization:
 - Allow for control to customize their wristbands on demand
 - Allow them to print unique barcodes or information
- The level of ease it is to customize their organization’s wristbands by using thermal wristbands and printer products from PDC compared to before: easier

Company Profile

Company:
Heart Of the North Tours LLC

Company Size:
Small Business

Industry:
Hospitality

About PDC Thermal Wristbands and Printer Products

PDC Thermal Wristbands and Printer Products help venues, and events take crowd management to the next level because you can print your own customized wristbands in seconds and on-demand. Thermal wristbands and printer products provide organizations of all sizes the flexibility to change any information on your wristbands whenever you need – saving you time and money. Printing logos, unique barcodes, variable data, and more will provide added security for counterfeit protection and enhance efficiency at your organization.

Learn More:

[PDC](#)

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