CASE STUDY

eXpress badging®
services systems supplies

RWE



RWE Clean Energy faced the daunting challenge of rebadging nearly 1,000 employees in a short time frame due to a recent acquisition of a subsidiary company. Additionally, the need to capture new employee photos with a standard background posed a unique hurdle. In this case study, we will explore how eXpress Badging provided a comprehensive solution to meet RWE Clean Energy's rebadging needs efficiently, surpassing the limitations of their former ID badge printing vendor and ensuring a seamless transition for their workforce.

Challenges Faced by RWE Clean Energy

TIGHT TIMELINE

RWE Clean Energy reached out to eXpress Badging only 2-3 weeks before they needed the badges in hand, leaving little room for error or delays.

REMOTE EMPLOYEE PHOTOS

With a scattered workforce across multiple locations, including remote workers, it was impractical to bring all employees to a centralized office for new badge photos.

STANDARD BACKGROUND REQUIREMENT

Marketing and corporate departments mandated a uniform background for all employee photos, a non-industry standard that posed a challenge for their former ID badge printing vendor.

RFID INTEGRATION

RWE Clean Energy required mass enrollment of employee RFID numbers in their access control systems for seamless integration with the new badges.



The Solution Provided by eXpress Badging

To overcome the challenge of capturing employee photos remotely, eXpress Badging utilized their proprietary CELLfie™ tool. This tool enabled employees to provide new photos quickly and efficiently, eliminating the need for in-person sessions. eXpress Badging addressed the requirement for a standard background by editing each employee photo. Regardless of the original background, a light blue backdrop was added to create consistency across all images. eXpress Badging expedited the badge design proofing process, providing overnight physical samples for corporate approval. This ensured that the rebadged design met the organization's standards and branding guidelines. To guarantee the functionality of the rebadged cards in RWE Clean Energy's access control systems, eXpress Badging expedited RFID technology testing. Overnight samples were provided to ensure seamless integration and eliminate any potential issues.

Results

Despite the tight timeline, eXpress Badging successfully rebadged close to 1,000 RWE Clean Energy employees, ensuring a smooth transition during the company's rebranding process. The unique challenge of incorporating a standard background in employee photos was effectively addressed, providing a consistent and professional appearance for the entire workforce. eXpress Badging's collaboration with RWE Clean Energy allowed for the mass enrollment of employee RFID numbers, ensuring smooth integration with the company's access control systems. By providing quick turnarounds for badge design proofing and RFID technology testing, eXpress Badging enabled RWE Clean Energy to meet their project deadlines without compromising on quality or functionality.