Vision Helps GCA Improve Print Quality.

When Global Cash Access, Inc. (GCA) needed better-quality check printers, they turned to VCW for help.

"At GCA, we provide credit and payment solutions for the casino gaming industry. That means we distribute and manage ATMs for casinos, and provide ticket cashers and change machines, too," says Mark Cordero, GCA's purchasing manager.

"We had been using another manufacturer's check printer that wasn't cutting it," Cordero says. "We were getting a lot of chargeback issues from our bank. The toner would not adhere to the paper. I could rub my hand across the check and smear the ink, and that wasn't good."

Up to that time, Vision had mainly been a supplier of toner for GCA. But the quality problems warranted a change and Vision had a few ideas about how to address them. "We sat down with our friends at GCA and looked at the issues with them," says Stuart Smith, co-owner of Vision. "After examining their toner and printer problems, we suggested they switch over to the Troy MICR printer solution."

Vision brought in a representative from Troy, the manufacturer of the MICR printer, to personally oversee the process. "We wanted to ensure that the check scanning ran with 100-percent accuracy," says Smith. "So, we set up two in-house demos at GCA to demonstrate the Troy MICR solution to them."

This quality demonstration was critical to GCA because their livelihood depends on their printers and toner. "We service around 2,500 casinos worldwide," says Cordero, "and our total toner expenditure worldwide is a lot—in fact, it's the single largest commodity expenditure we have because we rely heavily on the ability to print checks in the field. We couldn't afford to keep wasting money on toner, or on chargeback issues from our banks."

"Because GCA services casinos in different geographic environments around the world, we wanted to make sure they would work flawlessly in every possible situation," says Vision's Smith.

After three months of rigorous testing, the team at GCA was convinced. "The printers worked perfectly," says Cordero. "We couldn't have been any happier with the results."

To ensure that GCA quality remained consistent, Smith also set up an automated toner replenishment service. That was six years ago and Cordero's still raving

about the results. "We have always come back to the Troy printer solution. It's really the most reliable piece of equipment we use—bar none."

Still, every year GCA continues to take toner bids from other vendors just to keep an eye on what's out there. "Most toners are instantly dismissed because they just can't hold a candle," admits Cordero. "I've had toners explode inside the printers before."

Since implementing this solution, Cordero and GCA have significantly reduced printing errors and chargebacks. "I now sit next to our risk-management department, and other than the exploding toner incident, I've never heard anything from them related to printing. Since we switched over to the Troy MICR printer, one of the things we worry about the least is our printer or toner."

Now Cordero and GCA turn to Vision for more than just printing. "Their knowledge and expertise helps me to research other options. Several times I've come to them with a request for a certain product and they've said, 'We can provide that for you, but here's a few other options that might do exactly the same thing but with more functionality or even save you a few dollars.' That's the kind of expertise that's difficult to quantify," says Cordero. "Sometimes I think they know my business better than I do."

If you're interested in a customized printing or toner solution that addresses your company's specific needs, contact Vision today.

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