A New PDC

A new brand vision built on a tradition of service, quality, and innovation.

For over 55 years, PDC has consistently earned client loyalty and trust by providing unparalleled customer service combined with the widest selection of innovative ID solutions in the Leisure & Entertainment, Hospitality, and Law Enforcement markets.

As the pioneer of one-piece identification wristbands in 1956, Smart® RFID products, VIP® Band, and other quality solutions, PDC has built a reputation as the most innovative industry leader.

PDC is now part of Brady Corporation, a global leader in the identification of people, products, and premises. The alliance will enable us to provide even greater resources, products, and services to our customers.

While PDC has refreshed our visual identity, our founding principles of superior service, quality, and innovation remain stronger than ever. We put state-of-the-art technologies, which have helped shape and drive the Auto ID market, at the service of our customers to solve your business needs.

This brochure helps define what the new PDC stands for…
The evolved PDC brand is rooted in 5 pillars that define its key personality and performance characteristics that are most critical to our customers.

**Innovation:** PDC customers have access to the world’s most innovative products in the identification industry. We continue to be at the forefront of technology, providing advanced solutions that meet our customers’ unique business needs.

**Credibility:** Trust is built on credibility and reliability. With over five decades of experience and expertise, PDC is the trusted and preferred partner in our industries. The leading global venues, festivals, and events choose PDC products.

**Service:** We’re passionate about solving your challenges—and not stopping until we do. We maintain world-class, customer-focused sales and service teams that are consultative, proactive, and highly responsive.

**Quality:** Trust is also built on superior quality. PDC products are designed, constructed, and tested to the highest quality standards. We maintain industry-leading quality based on a culture of continuous improvement, driven by a deep understanding of customer needs and a passion for feedback that makes us better every day.
Accessibility: Through multiple, easy ordering options, PDC is always open for business and fully accessible to our clients. Whether it’s web, phone, or fax, ordering is quick and straightforward! We cater to your busy schedule and tight deadlines.
In the Leisure, Entertainment and Hospitality markets, patron management is critical to the success of your business.

PDC Wristband Solutions play a key role in creating well-managed and successful events of every type that lead to superior guest experiences and customer loyalty.

PDC customers can choose from the largest selection of innovative ID products, including state-of-the-art automatic ID solutions using RFID, bar codes, and QR codes. Wristbands are designed to fit every application and budget with quick-ship delivery options.

Our internationally popular VIP® Band series is available in a wide array of materials, colors, and styles with endless customization capabilities to boost your brand, prevent counterfeits, and generate sponsorship opportunities. PDC has an impeccable reputation for on-time delivery, guaranteed quality, and superior service.

Venues and Events
- Festivals and Fairs
- Night Clubs and Bars
- Stadiums
- Auditoriums
- Amusement Parks
- Arenas
- Schools & College Campuses
- Hotel/Motel/Spa
- Breast Cancer Awareness
- Theme Parks & Recreation
- Concerts
- Campgrounds/Summer Camps
- Sporting Events
- Fundraising
- Non-profit/Fraternal Orgs.
- Party Planners
- Racetracks & Speedways
- Red Ribbon Week
- Religious Organizations
- Special Events
RFID: Tomorrow’s ID technology, today

PDC has successfully deployed radio frequency identification (RFID) technology for over a decade.

In today’s highly competitive festival and hospitality industries, customer loyalty is built around convenience, security, and overall guest experience. As the industry leader in RFID Solutions, PDC not only provides our clients with innovative products, but with the planning, integration, and support necessary to deliver the right solution.

PDC’s patented Smart Band® RFID technology uses radio frequency electromagnetic fields, antennae, and a microchip to receive, store, and transfer data from a wristband for automatic identification, authentication, and tracking purposes.

Redefining the Guest Experience™
PDC RFID Solutions provide a wide array of applications that help redefine the guest experience. With a finger firmly on the pulse of new and emerging technologies—from RF to NF (Near Field) communications—we deliver long-term benefits to our business partners.

- Social Networking
- Cashless Point of Sale
- Keyless Hotel Room & Locker Entry
- Access Control & Security
- Counterfeit Prevention
- Cashless Arcade & Vending
- Customer Loyalty & VIP Programs
- And more!

RFID Services:

RFID Consulting
- Technology value assessment
- ROI development
- Strategic long term positioning

RFID Application Needs Development
- Needs analysis
- Site assessment
- Cost evaluation
- Partner relationships & solutions network

RFID Program Management
- Project and vendor management
- On-site installation & support
- Staff training
- Ongoing service and support
PDC developed the first inmate ID system in 1976—which remains the preferred choice for law enforcement facilities.

Our leading line of innovative Clincher® inmate identification products provides positive identification, security, access control, and classification for prisons and other law enforcement holding and detainment facilities.

Clincher® wristbands come in a flexible range of styles and technologies including Photo ID, Bar Code, and RFID. Choose from a variety of lamination products, accessories, and wristband customization features.

- Positive identification prevents erroneous transfers and releases
- Speeds inmate processing and procedures, saving time, effort, and expense
- 24/7 wearability vastly improves surveillance and tracking, ensuring maximum security
- Eliminates the need for the line-of-sight requirement
Specially designed for animal shelter, kennel, and veterinary care facilities, PDC Animal ID collaring and band solutions play a critical role in the proper care, classification, and management of animals.

PDC products are available in a large selection of sizes, colors, and materials to provide safe, secure, and accurate identification. Choose from write-on, color code, and insert card styles to meet every application:

**Uses**
- Color code males and females with different colored bands
- Indicate special dietary or medication needs
- Flag health conditions or diseases with special color ID bands or in writing
- Provide special care instructions
Mission Statement
PDC connects people, products, and technology through innovative ID solutions that deliver superior customer experiences worldwide.

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