

The In-store C-card Printer (ISCP)

Take control of your student's C-cards – Print them at your facility today! Another first from International Training

You can brand your facility globally with the new “Dealer logo” feature on your student’s card at no extra cost. Let your divers’ c-cards travel the world with your facility’s logo. The benefit is that your existing customers are reminded of your store every time they present their c-card and your store is branded with everyone who sees their card! This feature is in keeping with the International Training philosophy “Our Business is Developing Yours!”



Q: Why would I want to print my own cards?

A: There are several benefits to you but two major ones. The first is a higher profit margin on c-card sales. Because there is no shipping needed from HQ to the store, the cost per registration to the store is reduced. The second major benefit is immediate gratification to your customers. You will hand them a real c-card the instant they finish their course.

Q: We often have issues with mail delivery and students complaining about cards arriving “late.” How does In-Store C-Card Printing help us out on that issue?

A: ISCP means you wipe away ALL issues with snail mail delivery. It is immediate gratification for your customer. Cards are issued with no time delay, and this allows your customer to have their “Scuba Diver ID” on the spot!

Q: Does this mean no more temporary cards?

A: Exactly! Give your students an actual c-card and not a temp card. Imagine how they will feel about your customer service when they see new divers from other training centers on the boat with just a wet piece of cardboard.

Q: Occasionally, cards come back with errors in spelling, names and incorrect birthdates. How can we prevent that?

A: ISCP is the answer. It is the easiest way to make sure the correct information is right the first time, you enter it at your facility, check it and print it on the spot.

Q: When I issue replacement cards using ISCP do I have to pay a processing fee to SDI?

A: NO! Not only are “instant replacement cards” great for making your facility look professional in the customer’s eyes, you make 95 percent gross profit on these! Not many things today increase your level of customer service AND make you money!

Q: What does an ISCP system do in terms of profit margin? How are fees split between my facility and International Training?

A: There is no question that ISCP increases your facility’s profit margins! When you elect to participate in the In-store C-Card Printing program. YOU WILL ALWAYS SAVE on cards and certificates, WE GUARANTEE IT!

Q: We do not have a ‘techie’ on staff and this sounds complicated.

A: It’s not complicated at all and is so easy to install, and simple to use you will probably be up and running before your coffee gets cold. It doesn’t get any better than this! It has been extensively “Instructor Tested” by our group of divers that are more at home in the water than behind a computer! And if you still don’t feel comfortable setting up the printer, our local sales manager or headquarters staff will be happy to take you through the process.

Be a part of an agency that brings to your table the innovative solutions that your divers demand! You are already a leader in the dive community... make the statement that you are committed to stay out front with the latest in Scuba industry technology!





The In-store C-card Printer (ISCP)

Here at International Training we continue to strive to bring you the best, most user friendly products that will enhance your dive center's appeal, presence and efficiency. Our in-store card printing system is no different. Today's consumers are all about instant gratification, and with our in-store card printer, you can now offer it to them. Leaving on a trip tomorrow? No problem. Print the diver's c-card right after registering them and let them take their actual card rather than a piece of cardboard on their next adventure. What about replacement cards? We often see customers come through the door because they misplaced their card. Print it for them on the spot and make a 95% profit on the replacement card as there is no additional registration fee. And here's the best part; you can brand your store while doing so. From now on, all your student c-cards will have your facility logo on them. Everywhere they take that c-card, they take your dive center with them.

Our in-store card printing system gives you all these benefits without any significant additional labor on your part. We designed this system to be easy to use, straight forward and fast. If you are already using our online registration system, printing a c-card is as easy as clicking a button. Finally, as an added bonus when you sign up for our program you will have access to all your registered students records so that you can generate additional revenue via replacement card printing.

All this plus International Training's world class customer support to make sure your printing investment works for years to come.

With the In-Store Card Printer, you can save time, money, and frustration.

- Reduced fees for student registrations
- Give your students their certification card directly after course completion.
- Make money on replacement cards.
- Use the In-Store Card Printer to offer additional benefits to your customers such as fill cards, gift cards, luggage tags, club cards, and more!

Don't wait any longer; get your In-Store Card Printer today! Order now and get your first 100 blank c-cards of your choice - mix and match - FOR FREE! Contact your regional manager* today or reach out to World HQ for more information. sales@tdisdi.com or call us at 1-888-778-9073.

Note: If outside of the Americas, please contact your Regional Office for availability.

