



SDW 2016 Exhibitor Interview: Matica

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Security Document World has taken some time out to discuss industry trends with some of the companies that exhibited at **SDW 2016**. In this interview, SDW spoke with Luca Picardi, Regional Director Europe, [Matica Technologies](#), the specialist in secure payments and secure ID issuance and personalisation.

What do you feel are the most important identity trends this year?

In terms of identity and security, cards have always had numerous security features such as laser engraving in personalisation. But we are seeing increasing demand for more and more security features, and these have to be more complex. Laser engraved variable data is a good example because each card is totally unique. There is also demand for very detailed, personalised hologram applications on the cards, and as always the trend is always to create 'unforgeable' cards. These trends are impacting the technology, particularly in the issuing of the cards – both on the cards and in the personalisation and issuing systems.

What approach does your company take to security solution development that sets you apart from competitors?

At Matica, we consider our approach different from our competitors in three main areas. First of all, product portfolio – we have a very broad range, and only one other company is comparable to us in terms of size. This portfolio ranges from smaller desktop instant issuing solutions to re-transfer, entry-level professional-level machines, then going to the laser and the big central systems.

Secondly, we can look at our R&D structure. At our Italian headquarters, we have 35 internal experts who are constantly working on new products and technology. This means that we are capable of developing products that can be controlled and released directly to market by Matica. A third factor is the expertise of our staff. At all levels, from HQ to around the world, all our employees are all from the card industry. They are exceptionally experienced in the various technologies, materials, machines and markets.

What are some of the challenges your company faces in producing secure credential innovation?

Owing to the increased challenges of immigration and terrorism right across the world, security remains a critical issue. This is leading to changes in the market. We are always developing new security features to create unique cards and to identify people through increasingly complex data. But this doesn't only relate to cards and readers but to complete solutions.

We're finalising strategic detail about how we intend to continue to develop hardware but also invest much more focus on delivering complete solutions. This is in response to requests from the market. Adding more security features no longer relates solely to the ID document but to other parts of the security chain now, which changes things. Our CEO, Sandro Camilleri, is always looking to offer new solutions to the market and the big demand is no longer just for physical solutions but for entire systems.

What areas of development will your company be focusing on in the next five years?

Areas of development in the past two years have covered a big change in the market moving from big central systems to smaller decentralised issuing centres, so instant issuance is becoming much more the norm. This is a significant change that means customers are asking to have their documents issued locally when it comes to secure payment cards and secure ID products. We are selling more and more desktop instant issuing machines instead of bigger centralised systems. Naturally this is having a big impact on aspects such as maintenance and after-sales support. Instead of one or two systems, customers have 100-150 in the field. We are working on this aspect with many partners – in total we have more than 280 around the world. This adds great value because we can grow our support capability. And for the next five years, we expect this demand for instant issuing to grow. This reflects customers' demand to receive their newly issued ID or payment cards in person rather than in the post, which presents all manner of problems for banks as far as actually activating and using the cards go.