

# THE READER

News for the Access Control Professional



## INSIDER INTELLIGENCE: SECURITY INTEGRATORS NEED A STRONG BRAND

How to transform your image from service provider to trusted guardian.

By Jennifer Pringle, Director of Marketing, PSA Security Network  
Originally appeared in [Security Business](#) magazine

When you think of brands, you think of Nike, Coca-Cola, Google, or Patagonia—you don't necessarily think of security integration. But, if you have competitors and you want to build trust, then you need a strong, powerful brand. Building a brand requires a strategic approach, beginning with a deep understanding of the target audience and their unique needs.

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### Got Readers?

If you are experiencing challenges in sourcing RFID readers, ask your access control system provider for Farpointe. Our current lead times for key products are two weeks or less. You can check current lead times using the link below, or [call our Customer Service Team](#).

[SEE CURRENT LEAD TIMES](#)



## Put Your Readers and Credentials to Work for Your Business

Custom branding the RFID readers and credentials you install can help grow your business. Your logo and contact details promote your brand, generate new leads, and encourage customers to contact you for credential reorders.

### Benefits of custom branding:

- **Raise brand awareness:** get your name in front of every system user by branding the customer-facing components—readers and credentials.
- **Encourage reorders:** make it easy for customers to know who to call when it's time to reorder by putting your contact information on every credential.
- **Build brand loyalty:** reinforce customer relationships with consistent branding that builds trust and repeat business.

Start strengthening and promoting your business today! Download a copy of our [Custom Branding](#) guide for details.

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**CONEKT® DE2-125**

Contactless Smartcard + Proximity Technology

## Product Spotlight: CONEKT® DE2-125 Card

The DE2-125 card is a 13.56-MHz MIFARE® DESFire® EV2/EV3 contactless smartcard combined with 125-kHz proximity technology.

Featuring 2K EEPROM with fast programming, the card has up to 2.5 inches of read range and supports dye sublimation printing. Reach out to Farpointe's [Customer Support](#) team to custom print this credential with your company logo, URL, phone number, and more.

[DOWNLOAD DATA SHEET](#)



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Readers • Credentials

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