



## **Digital ID Technologies Explores Partnership with Matica: Elevating Africa's ID Card Printing Landscape by Jean Murphy.**

Digital ID Technologies, the leading distributor of ID card printers in Africa, proudly announces its ongoing discussions with Matica, a renowned player in the industry. As Africa's largest ID card printer distributor, we currently hold direct distribution agreements with prestigious brands such as Entrust, HID Fargo, Zebra, and Lumidigm.

In our pursuit of expanding our product offering and maintaining our position as a key player in the market, we are exploring the possibility of onboarding Matica to our esteemed portfolio. This collaboration could provide us with access to Matica's cutting-edge ID card printers, including the MC110, MC210, and MC310 card printer models within the Direct to Card printer range. Additionally, we are excited about the potential inclusion of Matica's retransfer range and laser engravers, specifically designed for secure ID and government applications.

Initially, we had reservations about onboarding Matica, considering their existing partnerships with two local distributors in South Africa. Our concern was centered around the possibility of entering into a price war with these partners. However, Matica has reassured us that they are seeking a centralized distribution partner, and Digital ID Technologies stands as their

preferred choice. The two existing local partners will seamlessly fall under our distribution chain.

We are honored that Matica has recognized Digital ID Technologies as their preferred partner for this strategic collaboration. Currently, we are meticulously evaluating the distribution agreement, harboring high hopes for a mutually beneficial and successful partnership. Matica's proactive approach to seeking new partners is evident in their commitment to local presence, demonstrated by the appointment of Pierre Lotriet as the channel sales manager for South and East Africa.

With Matica's boots on the ground and a dedicated local presence, we can clearly witness their determination to penetrate the local market. Digital ID Technologies warmly welcomes this business opportunity and is poised to contribute to the success of this collaboration. As negotiations unfold, stay tuned for the latest updates on the progress of the new distribution agreement. In 2024, there might be new local Matica Distributors appointed for South Africa, and Digital ID Technologies is poised to take on this significant role.