

## FOR IMMEDIATE RELEASE

### Threshold and Epson Partner to Bring Color Innovation to Visitor Management and Security

**Farmington, CT — Jan. 28, 2026** — Threshold, a trusted leader in visitor management solutions, is proud to announce a strategic collaboration with [Epson](#), a global technology innovator, to transform the way organizations handle visitor identification and security through the power of color. This partnership centers on leveraging [ColorWorks™ C4000](#) on-demand color label printers with [Threshold's eVisitor software](#) to produce vibrant, color-coded visitor badges that can enhance security, improve operational efficiency, and create a more professional and welcoming experience.

#### Empowering Visitor Management with ColorWorks C4000

The ColorWorks C4000 printer brings high-resolution, on-demand color printing to Threshold's visitor badge solutions. Designed for crisp image quality and reliable performance, the C4000 empowers institutions to easily print full-color badges with logos, color-coded categories, barcodes, and photos.

When paired with Threshold's eVisitor visitor management software, the C4000 allows for the seamless creation of customized visitor passes in real time — without the need for pre-printed inventory or separate color labels.

#### Combining Color Printing with Expiring Badge Technology for Extra Security

Threshold's expiring badge technology further strengthens visitor management by incorporating a color changing visual indicator directly into the badge design. These specially engineered labels gradually display a prominent pink **"VOID"** mark overnight, clearly signaling that the badge has expired. This not only prevents unauthorized reuse but also helps staff instantly recognize if a visitor has overstayed their visit or bypassed check-in procedures.

When combined with Epson's vibrant color printing, these expiring labels become even more powerful:

- **Clear visual status at a glance** — Bright, color-coded headers for visitor types paired with the VOID indicator make it easy for personnel to determine both the visitor's role and whether their badge is still valid.

- **Harder to forge or reuse** — The expiring feature deters tampering and reuse, while custom-printed logos, photos, dates, and color enhance security against counterfeit badges.
- **Fast visual checks** — In busy settings like schools, hospitals, or corporate campuses, staff can quickly verify if a visitor is in the right place, at the right time, with a current badge.

This dual-layer approach — **color + expiration** — makes any facility's visitor protocols safer and more effective.

THRESHOLD's eVisitor Software is an affordable yet robust visitor management software that allows you to sign-in, identify, track, and run reports on visitors. It's ideal for hospitals, schools, government facilities and corporations.

## Why Color Matters in Visitor Management

Color is more than just an aesthetic — it's a critical element of communication and safety. When used intentionally, color-coded badges provide immediate visual cues that help staff and security personnel:

- **Identify visitor types at a glance** — Use distinct colors for contractors, volunteers, vendors, and parents to reduce confusion and unauthorized access.
- **Indicate approved visitor locations** — Use color-coding to designate specific departments or buildings, helping staff quickly verify that visitors are in the correct area. For example: **Red** for Emergency, **Yellow** for Warehouse, or **Green** for ICU.
- **Signal time-sensitive access** — Incorporate color for different days of the week to easily identify guests who have not signed in that day.
- **Increase brand recognition and professionalism** — Include logos and brand colors for a polished, credible impression.
- **Clearly identify visitors with color photos** — Incorporate crisp, clear color photos for secure visitor identification.

## **A Safer, Smarter Experience**

“Visitor badges are a frontline tool in ensuring building safety,” said Noel Turner, Director of Sales and Marketing at Threshold. “With Epson’s advanced color printing technology and our expiring badge features, organizations can maintain tighter control over who is in the building — and for how long.”

“Whether in education, healthcare or corporate spaces, color can boost security, provide more information to visitors and customers, and elevate branding,” said Michael Weitz, product manager, ColorWorks, Epson America, Inc. “We are excited to work with Threshold to provide a complete software and printing solution to organizations looking to take badges to a new level and enhance visitor experiences.”

## **About Threshold**

Threshold is a leading provider of visitor management solutions used in schools, hospitals, corporations, and institutions across the U.S. Known for its trusted visitor sign-in systems, and expiring badges, Threshold helps organizations create safer environments while maintaining a professional and welcoming approach.

Founded in 1961 as Data Management, Inc., the company built a strong reputation for producing high-quality business forms and identification products. In 2019, it rebranded as Threshold to reflect its focus on visitor management solutions that help organizations enhance security. In April 2023, Threshold was acquired by Avery Products Corporation, joining a family of trusted brands and gaining expanded resources to better serve customers across education, healthcare, corporate, and government sectors.

For more information about Threshold and its range of security solutions, visit [www.thresholdsecurity.com](http://www.thresholdsecurity.com).

## **About Epson**

Epson is a global technology leader whose philosophy of efficient, compact and precise innovation enriches lives and helps create a better world. The company is focused on solving societal issues through innovations in home and office printing, commercial and industrial printing, manufacturing, visual and lifestyle. Epson’s goal is to become carbon negative and eliminate use of exhaustible underground resources such as oil and metal by 2050.

Led by the Japan-based Seiko Epson Corporation, the worldwide Epson Group generates annual sales of more than JPY 1 trillion. [global.epson.com/](http://global.epson.com/)

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