



“A TRUE PARTNERSHIP WITH WINWIN BENEFITS. WE CHOSE THEM A PARTNER FOR THEIR OPEN AND TRANSPARENT COMMUNICATION, COMMITMENT TO WIN-WIN SCENARIOS, AND TECHNICAL EXPERTISE. TOGETHER, WE’VE ACHIEVED SIGNIFICANT MILESTONES THAT HAVE ENHANCED OUR CAPABILITIES, ACTIVELY CONTRIBUTING TO EXIM’S EVOLUTION INTO A LEADING SUPPLIER OF POLYCARBONATE SPECIALTY FILMS, ULTIMATELY OPTIMISING OUTCOMES FOR OUR CUSTOMERS.”



– Mark Janssen, Deputy Chief Procurement Officer, IDEMIA Smart Identity division

In a dynamic conversation with Janssen, Deputy Chief Procurement Officer at IDEMIA, we delve into the transformative journey of the company's procurement function following a significant merger. Since joining IDEMIA in 2018 as a Senior Global Category Manager, Janssen has spearheaded a strategic overhaul, transitioning the procurement department from a decentralized structure to a centralized, streamlined operation. This interview sheds light on the pivotal changes, challenges, and achievements under Janssen's leadership, highlighting how these efforts have propelled IDEMIA to the forefront of innovation and sustainability in the identity market. Discover how Janssen's visionary approach has not only driven cost efficiencies and supplier quality but also positioned IDEMIA as a leader in global procurement excellence.

PARTNER HIGHLIGHT: COLLABORATION AND MUTUAL DEVELOPMENT WITH EXIM POLYCARBONATE



Because of the smaller size and exacting requirements of the identity security market, Janssen explains to me that these circumstances often create uniquely symbiotic relationships between IDEMIA and its partners. “The identity business is a niche market, and therefore the supplier landscape within this sector is, for some technologies, rather limited,” he notes. As part of IDEMIA’s category strategy development process, Janssen continues, the decision to in-source or outsource capabilities is pivotal when approaching new client projects.

As part of a cross-functional team, Janssen and the procurement function assess whether certain capabilities need to be built in-house or if external suppliers’ capabilities can be developed to meet the needs.

A successful example is IDEMIA’s collaboration with EXIM Polycarbonate that began in 2016. “They were a new player in the identity market,” Janssen recalls. The relationship that has evolved over the last seven years “exemplifies our commitment to proactive supplier development and strategic partnerships.”

Working together, IDEMIA and EXIM Polycarbonate developed a competitive product portfolio that meets the stringent demands of the identity market. In particular, EXIM has been instrumental in developing security films to coat identity documents, which need to be extremely thin—typically 30 to 50 microns. By comparison, a human hair is about 80 to 100 microns thick. “Our physical documents are often constructed like a sandwich, with multiple layers of ultra-thin polycarbonate,” Janssen elaborates. “For identity cards, these layers contain various security features, such as specialised inks and antenna technology

for data transmission from the chip. This process is highly sensitive and requires everything to integrate seamlessly.”

Joint sessions between material experts at both IDEMIA and EXIM allowed the companies to optimise the material composition in EXIM’s Polycarbonate films. The collaboration resulted in lower scrap rates and reduced costs in the personalisation process—successfully carrying out what Janssen describes as “a true partnership with win-win benefits. We chose them a partner for their open and transparent communication, commitment to win-win scenarios, and technical expertise. Together, we’ve achieved significant milestones that have enhanced our capabilities, actively contributing to EXIM’s evolution into a leading supplier of Polycarbonate Specialty Films, ultimately optimising outcomes for our customers.”



LET US ENRICH YOUR BUSINESS



Building Trust, Creating Value

Exim Polycarbonate Films empower your business to achieve peak performance in security and ID documents production with our unique customer oriented approach, excellent service and product quality.



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