



PROFILE

Industry: Tourism
Name: 101 Museos
Location: Mexico

OBJECTIVE

To offer a unique, personalized experience with customized passports.

SOLUTION

Implementing two ColorWorks C3500 printers.

101 Museos: a new way to celebrate mexican history and culture

Epson ColorWorks C3500 printers are used to make customized passports for admission to different museums in the country.



The project of 101 Museos started when Manuel Ríos and (wife's name) decided to create a guide of different museums. The couple, who has always enjoyed traveling around Mexico City, noticed, by talking with their friends, that there was no accurate information about the variety of museums in Mexico. This was a concern for them and their inner circle. Therefore, in 2016, they decided to provide quick and easy access to information about several museums.

Solution: Epson ColorWorks C3500.

This project has been changing over time. At first, it was going to be a book with only 101 museums. However, as there was a larger number of museums that could be added to this project, they decided to create, in 2019, a website with 200 museums. Today, the project has over 700 museums from all the country.

“Our work does not consist in ranking museums. We are only interested in providing a list of museums for visitors. Some of them are very small, but it does not make them less important than others. The idea is to provide information about all types of museums for travelers with different interests” -

— said Manuel Rios Martinez, general director of 101 Museos Mexico.

In order to promote the website and museums, it was decided to hold an event called Rally. It is a competition where participants have to solve some clues about the museums they have visited and do certain activities in order to win. Each participant is given a passport. In 2021, the original passport of the Rally was redesigned and is now identical to the Mexican passport.



Epson ColorWorks

Case Study



“We realized we were going to need labels and a customized control printing system because we were printing in large quantities. The ColorWorks C3500 printer gave us such independence and easiness when printing. Print size, speed and quality were critical when we contacted Epson. Our passport is almost identical to the Mexican passport. It has the same size, color and finishes, but it has the coat of arms of the museum passport instead of the national coat of arms or the Eagle.” - — said Manuel Rios Martinez, general director of 101 Museos Mexico.

It provides access to all the museums in Mexico and benefits for users. In each visit to a museum, tourists or visitors receive a new stamp on their passports. Epson, a leading company and pioneer in printing technology, decided to collaborate with this project by providing a ColorWorks C3500 printer. This has helped them to offer the participants a fully customized passport.

The ColorWorks C3500 features a compact, robust design, provides fast printing speeds and high quality in several colors, achieving crisp, clear, easy-to-read texts, images and barcodes that resist smudges and water on plain, synthetic and matte or even glossy paper. According to Manuel, “101 Museos has benefited greatly from the labels printed by the Epson ColorWorks C3500 printer. Quality is essential and supports our project.”

Although the process of 101 Museos requires intensive, long-term management, we have already been able to see the results. There are more and more institutions that want to include their information in the website and a lot of people who are willing to join the Rally experience and obtain their own passport. So far, there are people from Argentina, Spain, Colombia, the United States, Guatemala, and obviously Mexico. This initiative is becoming very popular, and print volumes are greater. 101 Museos aims to buy a new Epson printer to increase its passport production.