



ATMequipment
.com

Shield Your ATM and Your Profits

Protecting Your ATM Investment

Protecting your ATM investment is crucial in maintaining profitability. Equipment malfunctions and maintenance requirements resulting from general wear and tear cause downtime, which quickly cuts into revenue. Fortunately, there is a product available to safeguard ATMs from a variety of everyday exposures including weather, and food and beverage spills.

ATM Shield, an exclusive patented product made from a flexible layer of custom formulated, vacuum-sealed plastic that easily adheres to machine components; using a high quality 3M™ adhesive border forming a watertight gasket, protects the keypad and screen, ultimately saving ATM owners thousands of dollars on repairs and lost customer usage.



“Consistent ATM use is both to the benefit and detriment of ATM owners and operators,” says Cooper Frandsen, ATMequipment.com sales manager. “The key to reducing repair costs is to maintain machine longevity without having to manage a huge stockpile of parts and sending out technicians as little as possible – something any operator can accomplish with the right level of ATM protection.”

The ATM Shield line of products are designed to mitigate down time and protect machine longevity. These products are the brainchild of ATM industry veterans Michael and Evan Almeida, owners of Empire ATM Group, the parent company of ATM Shield.

“We were looking for a solution, especially for the ATMs deployed at events. We envisioned a product that would protect the terminals from sticky fingers, spilled drinks and harsh weather conditions, not to mention constant damage from sun exposure,” says Michael Almeida, president of Empire ATM Group. “Since no product existed to suit our needs, we set our sights on developing a solution and ATM Shield is the result.”

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Normal ATM Wear and Tear

The type of ATM and its intended use has a large part to play in what type of dangers an ATM may face in the field.

Indoor ATMs are primarily faced with circulating dust and oil from skin. However, ATMs located in convenience stores and food retailers are also at risk of having food and beverages spilled on them. While ingrained skin oil may blur the screen – dust, food and drinks can work their way into grooves, eventually reaching vital ATM components.

Permanent outdoor ATMs face similar dangers with the added component of being exposed to the elements. Exposure to the sun can bleach the fascia and cause additional screen damage. Storm debris can inflict even

more damage to the ATM interface and snow, rain and humidity can seep into circuitry and wreak havoc on the system.

Mobile and event ATMs have many of the risks as indoor and outdoor units, however, these machines tend to have heavier traffic over brief periods of time. This heavy use ensures additional risks over a compressed timeline.

“While regular maintenance and cleaning can help keep ATMs at top performance, site visits are costly and harsh cleaning chemicals can increase problems should they leak into delicate electrical components,” says Frandsen. “The addition of an inexpensive ATM Shield can greatly reduce costs by reducing site visits and protect vulnerable ATM components from exposure to potentially damaging conditions – both indoors and outdoors.”

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Protecting Your ATMs

The screen and function keys are main interaction point for ATM users. Without a working screen, machine use is next to impossible. Unfortunately, damages from liquids, harsh cleaning chemicals, rough use and UV radiation are regular contributors to screen problems.

For keypads, the hazards include exposure to dirty hands, and food and beverages. Simply keeping the buttons clean does not always prevent liquid and chemicals from seeping into the delicate electrical areas.

“ATM Shield’s screen and keypad protectors are designed to not only reduce, but nearly removes these hazards by providing a flexible, virtually invisible barrier over the screen and button components,” says Evan Almeida, Empire ATM Group chief operations officer. “It blocks dust and debris, and eliminates contact with skin oils and cleaners – reducing potential labor and maintenance costs.”

Some ATMs, especially outdoor and mobile units, come into contact with greater risks – including heavier impacts and exposure to the elements. “For these type of ATM applications we also offer a polycarbonate-based screen impact guard made with a UV stabilized material with high temperature resistance and high clarity,” says Michael.

ATM Shield products have been extensively field tested and include an anti-microbial coating with a matte finish to help reduce screen glare, and are custom made to fit a variety of the most popular ATM models. Once installed, the ATM Shield is virtually indiscernible, and it does not impede machine usage in any way.

“Using different molds, we have created ATM Shield to conform to various manufacturers’ ATMs,” says Michael. “Best of all, ATM owners can apply ATM Shields to their units themselves without difficulty, thanks to a user-friendly design.”

ATM Shield products are all proudly made in the U.S.A. “We decided to keep the manufacturing in the U.S.,” says Daniel Gomes, director of business development for Empire ATM Group. “We could have cut our cost if we utilized overseas production, but decided it was essential to keep jobs here in the United States, but also to have greater control over the manufacturing process. We found an excellent supplier in the U.S. who has worked with us to improve the product line with unique features such as the anti-microbial coating and the matte, anti-glare properties of the plastic we use.”

Now Available Through ATMEquipment.com

ATMEquipment.com has partnered with Empire ATM Group to provide ATM owners and operators with the [ATM Shield](#) product line.

“Our goal is to provide top quality products for the benefit of our customers,” ATMEquipment.com Executive Vice President Spencer Matthews says. “ATM Shield is a great product; it’s affordable, and we believe the addition of the screen and keypad protectors as well as the high-impact screen guard to our product line is going to be a benefit to our customers seeking ways to reduce costs.”

“There is no question parts and repairs can be costly,” says Matthews. “The additional protection provided by ATM Shield can help reduce downtime and service costs, and provide ATM owners with piece-of-mind, as well as increased profits.”

For less than the cost of a typical meal out for two, ATM deployers can purchase the ATM Shield bundle which includes protection for the screen, card reader, printer and keypad, or purchase the keypad and screen shields individually. In addition to shields, ATMEquipment.com is offering ATM Shield’s high-impact Lexan screen guard, a universal fit marine grade ATM canvas cover as well as an XL size version of the canvas cover that can be utilized to protect ATM enclosures.

Interested in learning more?
[Contact us today](#)

