



# Department of Justice

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FOR IMMEDIATE RELEASE  
MONDAY, AUGUST 25, 1986

AT  
202-633-2016

The Department of Justice filed an antitrust suit late Friday against Data Card Corporation of Minneapolis, Minnesota, challenging its acquisition of DBS, Incorporated, of Randolph, Massachusetts. A consent decree settling the suit was also filed.

The Department had announced its intention to challenge the acquisition in a press release issued earlier last week.

Douglas H. Ginsburg, Assistant Attorney General in charge of the Antitrust Division, said that the complaint, filed in U.S. District Court in the District of Columbia, alleged that the proposed acquisition would prove anticompetitive in the market for automatically fed, low-volume embossers. Embossers are machines used to make the raised lettering on plastic or metal cards, such as credit or identification cards. Both companies are manufacturers of automatically fed, low-volume embossers.

Such embossers (which are capable of producing 100-200 cards per hour) are used primarily by hospitals to produce embossed plastic patient identification cards.

The consent decree settling the suit embodies an agreement under which Data Card will sell the AFI 1500/1600 embosser product line, which constitutes part of the DBS assets that it will acquire. Data Card must sell this product line by

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November 1, 1986, or a trustee will be appointed to complete the divestiture.

In 1985, total sales of such embossers in the United States amounted to approximately \$10 million. DBS accounted for approximately 59 percent, Data Card approximately 12 percent.

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