

# Print on Demand (PoD) Temporary Tags

Since December 2009, Virginia dealers have been participating in the Print-On-Demand (POD) Temporary Tag Program and issuing 30-day temporary tags directly from their printers. Through the use of vendor software, dealers electronically transfer information to DMV and produce unique temporary tags with vehicle, dealer, and expiration information; eliminating the need to hold physical inventory (plates, decals, etc).

All dealers who wish to issue temporary tags are required by DMV to participate in the POD program. DMV has partnered with four vendors (see below) to offer software that allows dealers to electronically produce and print temporary tags for customers. For PoD service information, contact one of these vendors:

CVR  
Scott O'Laughlin  
[solaughlin@cvrreg.com](mailto:solaughlin@cvrreg.com)  
(919) 753-8008

Virginia Interactive  
Kay Breeding  
[kbreeding@egov.com](mailto:kbreeding@egov.com)  
(804) 786-4718 press "0" for assistance  
<https://www.pods.vi.virginia.gov>

DealerTrack/triVIN  
Mike Audette  
[maudette@trivininc.com](mailto:maudette@trivininc.com)  
(860) 448-3177 ext. 4645

TitleTec  
Kim Haddaway  
[khaddaway@titletec.com](mailto:khaddaway@titletec.com)  
(757) 469-0310

For more information, contact the PoD Help Desk at (804) 367-1474 or [podtemptag@dmv.virginia.gov](mailto:podtemptag@dmv.virginia.gov). or visit [www.dmv.virginia.gov/webdoc/commercial/dealer/pod\\_intro.asp](http://www.dmv.virginia.gov/webdoc/commercial/dealer/pod_intro.asp)

DMV recently upgraded print-on-demand 30-day temporary tags with a durable paper that no longer requires a plastic sleeve to affix to the vehicle. The weather-resistant paper is now available from DMV at no charge.

In order to use the new paper, dealers must have a laser printer. The printer must use toner, not ink cartridges. Toner fuses with the synthetic paper to make the finished product durable and resistant to water, chemicals, and grease. Ink applied from ink cartridges will not properly fuse to the paper, which may cause smudging, smearing, and run-off when wet. To ensure the quality of temporary tags, only POD participants with the appropriate laser printer may order this paper from DMV.

Dealers who do not have a laser printer may continue to issue temp tags using bond paper and plastic sleeves. However, over the course of the next year, plastic sleeves and red cardboard tags will be phased out.

Orders for the new POD paper are accepted through the Dealer Services Work Center. To place an order, send an email to [podtemptag@dmv.virginia.gov](mailto:podtemptag@dmv.virginia.gov) with the following information: dealer name, dealer number, shipping address, order quantity, tag size(s) (standard/small), and printer make/model number. Approved order requests will be shipped within five business days. Standard tags will be issued in packs of 100 and small tags (motorcycle/trailer) in packs of 25.

**(OVER)**

**Here is how PoD works:** Using the dealer's computer, any authorized employee will enter the required information into the system. The system will send information back to the dealership to include a unique temporary tag number and expiration date. A set of temporary tags will then print on the dealer's printer. Temporary registration cards will also print on the same sheets, and must be cut from the temporary tags. One of the registration cards should be given to the customer to place in the vehicle and the other should be kept in the "deal folder". The security feature will be the tag number itself, which can be inquired upon by law enforcement officials.

The temporary tags shall be attached to the front and rear of the vehicle. The new synthetic material does not require a plastic sleeve and is affixed directly to the vehicle using four screws. Information provided by the dealer, and the expiration date will be stored within DMV's system and indexed to the tag number. This information, including the vehicle's year, make, model, color, and VIN, as well as the dealer's name will be displayed on the temporary tags.

The dealer may reprint replacement tags, except when the temporary tag has expired. The vendor will bill the dealer for each set of tags generated and printed. Each set of tags will cost \$3.00 per set.

Vehicles to be titled and registered out-of-state are eligible to apply for second and third sets of temporary tags without seeking prior approval from DMV. These temporary tags can be faxed or e-mailed to the customer by the dealer. You will only be allowed to print one set of PoD temporary tags for your vehicles to be titled in Virginia.

**When connectivity is lost between DMV and the vendor:** The vendors have a preset sequence of numbers that can be used for PoD temporary tags. The dealers should not experience any down time.

**When there is a power outage:** The dealer will contact DMV Dealer Services Work Center or their vendor. The contact information for dealer services is 804-367-7046 and [podtemptag@dmv.virginia.gov](mailto:podtemptag@dmv.virginia.gov). Dealer services will authorize cardboard temporary tags with a minimum of 1 pack (10 tags). The dealers may pick up the cardboard temporary tags from the Customer Service Center or Select office of their choice. Proper identification will be required.