

Mail Service Provider

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President, Mail Service Provider

This Canadian mail service provider follows one guiding principle: to provide the highest level of service within the direct mail industry. Over time, they have developed a reputation as one of the most trusted and reliable mail service providers across Canada and indeed across North America. The company president claims that one of the keys to his company’s success is its specialization in variable data printing (VDP). “We don’t do anything but VDP,” he says.

With so many factors involved in VDP applications, efficiency and accuracy are critical to the entire production process. The president explains, “The mail that leaves our facility is not just a representation of our customers, but also of us. Our entire team strives to ensure that every piece of mail is correctly prepared for delivery to the postal authorities in Canada and the US.”

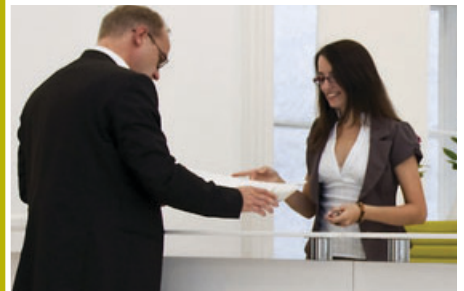
This savvy mail service provider has mastered the art of variable data printing with seamless flexibility. For example, one of the company’s clients is a healthcare service provider with numerous clinics located across British Columbia. The client’s primary application is an appointment reminder

notice for its patients’ annual check-up. Each week, the mail service provider prints and mails about 7,000 full color personalized notices to these patients. Historically, the company had outsourced the printing of these full-color shells and then over-printed variable text on HP 5 monochrome laser printers. In order to secure the lowest cost per piece, they had been buying these shells in lots of one hundred thousand. Over time, however, a major problem arose as the clinic began requiring more frequent copy changes on the preprinted shells. These changes included the addresses of new clinic locations, phone numbers, hours of operation, and other information.

The company president knew what they needed: a digital print device that was robust enough to handle high volume color but that was also affordable. “We were looking into buying an Indigo from HP, but our average sized print job is 10,000 pieces and that product didn’t meet our needs,” he explained.

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APPLICATION STUDY



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After researching the available color printers on the market, they decided to acquire a ComColor® Series inkjet printer. Now with the speed and versatility of this high-speed full color inkjet printer, this mail service provider no longer outsources and stores such large quantities of these preprinted shells. The ComColor quickly prints the static copy in the template and the variable copy relating to each patient—all in full color in a single pass, at a lower cost and in less time.

The firm's client base covers a range of companies that need to mail to their customers, members, and patients. Yet a sizeable portion of the company's workload is dedicated to its magazine publishers who need to mail their subscribers invoices, renewal notices, and of course, magazines. The company president recognizes that a key benefit of the ComColor is that it uses no heat in its printing process. What this means to his operation is improved productivity, as the printed paper must move flawlessly through the various folders, inserters, and other finishing equipment without delays or downtime. He states, "The heat from the laser printers would warp the paper and cause it to move unevenly through the folders' transfer belt and consequently jam."

Before mailing the magazines, the mail service provider inserts them into a clear poly bag with the subscribers' address sheet placed alongside the magazine's back cover. These address sheets were

previously printed in black and white on the laser printers. Once the new ComColor Printer arrived, the company began offering customers the added value of printing these data sheets in color for a small increase in price. Of course they agreed.

A single ComColor handles about a third of the volume of this mail service provider's entire in-house print production. Previously, all of the company's printing was produced on HP inkjet printers and laser printers. Today, the firm provides a full scope of design and printing services from simple one-color flyers to full color newsletters, postcards and other printed material. As the company president says, "Because our inkjet printer is performing so well, we are planning the purchase of our second unit."

In addition to printing and mailing, the company also offers high-speed inserting, direct mail database management, high-speed addressing, bindery, and finishing services. There is really no project the firm can't handle, serving as a one-stop shop for printing and mailing. Their expertise and equipment provides flawless integration of printing with mail preparation, with the ultimate goal being quicker delivery of product to the intended source. Fortunately for them, the ComColor is there to help with that quickness.

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