GUIDE TO DAY NINE:

MAILING & FULFILLMENT

INSIDE:

WHO’S READING AND RESPONDING TO DIRECT MAIL?

CUSTOMER-CENTRIC APPROACH GUIDES PRODUCT OFFERINGS

SERVING OMNICHANNEL MARKETING WITH DIRECT MAIL

POWERED BY:

TODAY’S SPONSOR:

Winkler + Dünnebier
WELCOME

Welcome to this special publication for attendees of the 2020 PRINTING United Digital Experience.

In June, PRINTING United announced the decision to transition from an in-person event in Atlanta, to a comprehensive digital platform. The PRINTING United Digital Experience, taking place Oct. 26-Nov. 12, offers attendees three weeks of live, guided programming, educational sessions, and panel discussions with the experts; along with access to a complete online exhibitor showcase featuring information about the newest industry technology, case studies, whitepapers, the chance to speak with exhibitor representatives, and more.

Today Day Nine of this 14-day event. Focused on mailing and fulfillment, attendees have a packed schedule of content and product demos (see the detailed agenda on page 4).

There is a diversification opportunity with mailing and fulfillment services, especially during the COVID-19 pandemic. Sales growth leaders within the printing industry have found that more sophisticated services — like mailing and fulfillment — can oftentimes lead to sticky business and deeper relationships with customers. This also helps to have buyers look at printers as more than just a vendor. PSPs instead become a partner to them.

Before COVID-19, the Winterberry Group in its “Outlook for Data Driven Advertising and Marketing 2020,” released in January 2020, projected direct mail to increase 0.6%, and digital channels to increase an average of 14.5%. But according to Comperemedia, the average monthly mail volumes in April, May, June, and July decreased 30% compared to the third three months of 2020.

By August, however, things were starting to change. We saw mail volumes in August rebound 17% overall compared to the average monthly mail volumes in April through July. Hopefully this trend will continue.

As part of the product demos today, you’ll be able to see products from Tecnau, W+D, and Fujifilm. Scott Peterson, product marketing manager at Tecnau, will introduce attendees to the newest finishing systems: the Revolution 50 series, the Stack 1212, and the Splicer Roll 40 system. From W+D, we’ll get to see the W+D 410i, W+D 820, W+D Halm i-jet 2. Lastly, we’ll get an up-close look at the Fujifilm J-Press 750S.

As a companion to the 2020 PRINTING United Digital Experience, these 14 special daily publications will provide attendees with a reference guide to the day of content, as well as much-needed insights into how print service providers can best position themselves now for the recovery — and growth — to come.

We hope this information will help serve as a valuable resource as you plan the next steps for your business, and determine where — and how — to expand and grow. ☝
TABLE OF CONTENTS

2 Welcome to Day 9 of the 2020 PRINTING United Digital Experience
4 Day 9 Agenda and Sponsors
6 You’ve Got Mail: Who’s Reading and Responding to Direct Mail?
8 Combining Print and Digital
10 Customer-Centric Approach Guides Product Offerings
12 Serving Omnichannel Marketing with Direct Mail
14 Product Demo Videos
15 Products
MAILING AND FULFILLMENT

10:00 a.m.
RESEARCH: INDUSTRY OUTLOOK FOR MAILING AND FULFILMENT
Presenter: Nathan Safran, Vice President, NAPCO Research

Mailing and fulfillment is a way for providers to diversify beyond print. Many sales growth leaders have added these services to gain new customers, strengthen client relationships, and evolve with industry changes. This session highlights key trends from recent NAPCO Research survey data on the types of mailing and fulfillment services, and value of they are delivering to print providers.

10:15 a.m.
KEYNOTE: CREATING A PATH FORWARD: SUSTAINABLE STRATEGIES TO NAVIGATE THE NEW NORMAL IN THE PRINTING INDUSTRY
Presenter: Cecelia A. Winters, Director, Brand Marketing, Mail, United States Postal Service

COVID-19 has caused an undeniable disruption throughout the marketplace, making it necessary for the printing industry to pivot business strategies. In this presentation, we will examine print industry trends from digitalization, to IoT and technological advancements in ways that can make a difference in navigating this new landscape. And more importantly, we will look at how these trends are driving marketing tactics and strategies to make all the difference in 2021.

10:45 a.m.
PRODUCT DEMO: TECNAU STACK 1212 AND SPlicer ROLLER 40

The just-announced Stack 1212 from Tecnau cuts and stacks heavy ink-coverage applications across a wide gamut of papers, but this time the focus is on sheetfed input, or more specifically, B2/ B2+ sheets. Tecnau also provides a peak at their its Splicer Roll 40 system, which gives continuous inkjet press users dual unwinders and dual rewinders to keep their press up and running, perfect for high volume mailing applications.

11:00 a.m.
PRODUCT DEMO: W+D 410I AND W+D 820

Attendees will see a total system solution for producing high quality data driven digitally printed envelopes. First, converting personalized digital preprint on the W+D 410i Easy Enveloper machine, and then 1:1 content match inserting into personalized envelopes on the new W+D BB820 20K inserter. Both production steps incorporate automatic piece tracking of the personalized print for complete job intelligence. The power of the envelope is real in the world of direct mail options.

“By August, things were starting to change. We’re seeing mail volumes in August rebound 17% overall compared to the average monthly mail volumes in April through July. Hopefully this trend will continue.”

— Nathan Safran, VP, NAPCO Research in the Industry Outlook for Mailing and Fulfillment session.

Today’s Sponsor: Winkler + Dünnebier
11:15 a.m.  
SESSION:  
KEY TRENDS IN MAILING AND FULFILLMENT  
Presenter: Leo Raymond, Owner and Managing Director, Mailers Hub  
For many commercial printers, mailing and fulfillment are profitable value-adds that transform printing into a full service. This session will highlight changes in this area, and will discuss how companies can boost the bottom line by offering services that fit in with the needs of marketers and direct mail companies.

12:00 p.m.  
PRODUCT DEMO:  
W+D HALM I-jet 2  
Halm is a name known to the envelope market with more than 3,300 offset jet presses sold in North America. The newest model is the W+D Halm I-jet 2, which offers even more ease of use and process automation as well as the lowest cost per meter for ink, and consumable costs. The W+D Halm I-jet 2 allows users to get shorter to medium run work finished faster, less expensive, with the highest print quality and with less people.

12:15 p.m.  
PRODUCT DEMO:  
FUJIFILM J PRESS 750S  
The Fujifilm J Press 750S is the 3rd generation of Fujifilm’s J Press product line. The press incorporates the industry-leading capabilities and quality of previous generations, while delivering higher and higher levels of productivity. When quality matters, only the J Press features an inline, and real-time scanning system that makes automatic nozzle corrections on the fly, and requires zero intervention from the operator.

12:30 p.m.  
SESSION:  
EMERGING DIRECT MAIL TRENDS FOR COVID-19 AND BEYOND  
Presenter: Ron Jacobs, President, Jacobs & Clevenger  
As the global pandemic has taken hold, brands are finding different ways to engage with loyal customers through direct mail. How has direct mail changed with COVID-19? What can we expect moving into 2021?

“COVID-19 has really taught us about change, resilience, and math. Marketers will have to continue to overcome disruptions, but these will come at an ever-increasing speed.”

— Ron Jacobs, president, Jacobs & Clevenger in the Emerging Direct Mail Trends for COVID-19 and Beyond session.
It's no surprise that Baby Boomers trust printed advertising over digital advertising, even despite their generation being large online shoppers. Conversely, it's easy to assume that the younger generations' preference would be for shorter form content in digital mediums. Research, however, is beginning to show cross-generational trends that favor print.

A 2016 article by Nick Romano, CEO of Prinova, indicates that based on a study by InfoTrends and Prinova, direct mail still resonates with every age group, and the response rates for direct mail remain high for all demographics — including Millennials.

Romano further states that, per another study fielded by Experian, despite their hyper-wired digital connectedness, Millennials as a group report that the last time they responded to a direct mail campaign was within 2.4 months. That's less than the average response time for all respondents. Similarly, Millennials open the direct mail they receive at the same high rate of 66% as recipients overall.

Using direct mail as part of an omnichannel marketing strategy can further improve response rates. Studies show campaigns that paired direct mail with digital ads saw 118% higher response rates than those that only used direct mail (source: Merkle). Plus, the DMA reports that direct mail can lift response rates for other channels by 450%.

All this data points to the fact that when it comes to today's hybrid marketing landscape, it's not an 'OR' world, but rather an 'AND' world, where the combination of digital and print provide the most comprehensive and effective solutions when working seamlessly together. Print in its many forms will remain a critical element of the overall mix for many different segments and markets, working together with digital, to offer the best of both technologies and drive the highest rates of return.
3 GAME CHANGERS FOR DIRECT MAIL
FINISHING + INSERTING + INKJET PRINTING

NEW! 410 i EASY ENVELOPER for 1:1 Cut-Sheet Digital Preprint

The WORLD’s FIRST capability to convert and piece track your high quality digital print and turn it into POWERFUL 1:1 DIRECT MAIL ENVELOPE packages. The power of the envelope is real in the world of direct mail. No longer is high print quality 1:1 direct mail only relegated to a postcard or self mailer. W+D now takes the proven effectiveness of the envelope to a new level with data driven 1:1 personalized printed envelopes with engaging haptic embossing, windows, shape-cuts, folds and foiling all done in a single workflow inline at speeds up to 30,000 env./hr.

NEW! BB820 FASTER 20K Direct Mail and Ballot Inserter

The NEW W+D BB820 has been developed on the platform of the well proven BB700. The BB820 will run sizes between a 7¾" and a 6" x 9½" and even a #14 at 20k - 25% faster than our BB700. The BB820 maintains all other key advantages of the W+D BB system platform - reliability, flexibility, read/print intelligence and integrity. W+D inserters have set the industry standard for the highest net productivity for complex intelligent direct mail and vote by mail ballot applications.

NEW! HALM i-Jet 2 Fastest Memjet Inkjet Overprint Press

In a world rapidly increasing with more inkjet printing competition, SPEED, COLOR MATCHING and PRINT QUALITY will determine your real ability to grow your sales. With speeds of 32,000 env./hr. at 1600 x 1375 dpi this press enables users to make money on jobs from 1 to 200,000 pieces. See how you can get a 1 year ROI with this production class press.
For years now, the so-called common wisdom was that “print is dead” and electronic media will make applications such as direct mail communications completely obsolete. But print is still very much a vibrant industry, and direct mail is making a comeback.

“The direct mail space continues to evolve as marketers fall in love again with mail’s tangible, measurable attributes that provide a welcome distraction from screen-based ads and offers,” Jim Andersen, executive chairman of Chanhassen, Minn.-based IWCO Direct, notes. “Some are referring to it as the ‘tactile’ component of omnichannel marketing.”

That tactile component is the key element is swinging marketing back to the realm of print and direct mail, agrees Jessica Eng, VP of marketing for Alliance Franchise Brands Marketing & Print Div. She points out that direct mail and digital communications aren’t an all-or-nothing proposition, and the best results are being seen when brands find creative ways to combine the two into a seamless campaign.

**The Pendulum Is Swinging Back to the Usage of Print**

“We are seeing the pendulum swing back to print and direct mail as integral parts of a multichannel campaign versus an all-digital strategy that gets attention,” Eng says. “While there’s no silver bullet to direct marketing, neuroscience studies show that it’s easier for your brain to process information, recall it, and take action when it is presented in a print format such as direct mail.”

That doesn’t mean, however, that direct mail isn’t evolving. Personalization, in particular, is a major driving force behind today’s direct mail campaigns — a trend that will continue in the years to come.

“Personalization is more important than ever before,” according to Maureen Powers, president, Direct Marketing Group, at Chicago-based RR Donnelley. “We are using the direct mail channel to drive the customer experience through communications such as coupons and personalized offers. We’re also changing how we help our clients message their clients based on individual customer preferences and their point in the customer journey. The trend we are certainly seeing is innovation around 1:1 marketing.”

That strong shift toward smaller runs of more targeted, personalized direct mail campaigns that tie into digital marketing efforts is a trend Andersen sees as well, noting, “Today’s direct mail is more effective, relevant, and timely thanks to more sophisticated audience selection and segmentation. This technology uses digital print to personalize every component of a mail piece, including letters, inserts, cards, and call-to-action reply devices that connect the physical mail to an online, digital marketing experience.”

But with more personalization comes more data. And that, in turn, means commercial and direct mail printers will need to be increasingly aware of data security, taking steps to ensure the privacy and integrity of the information these campaigns and brands are generating remains secure.

“Data and privacy are always — and have to be — a top concern, whether for clients or us,” Powers says. “We are close to it since...
many of our clients are in highly regulated industries, but data security has to be in line with [the latest best practices.] Data and privacy are always top of mind, and it is a priority for us to ensure we remain apprised of any new industry developments on this topic."

“We are also keeping our eye on GDPR (EU General Data Protection Regulation) and CCPA (the California Consumer Privacy Act),” explains Eng. “As we deal with more data across more channels, protecting personal information according to these regulations will remain a priority.”

Beyond the move toward more targeted, personalized direct mail pieces that play an integral role within broader omnichannel marketing efforts, another trend the experts are watching is what changes may come to the U.S. Postal Service (USPS). The USPS is a critical link in the direct mail chain, so any shop — large or small — involved in direct mail should be keeping at least one eye on everything from postage costs to potential legislation that could impact the way mail is handled.

“The financial stability of the U.S. Postal Service continues to be a key issue for the direct mail industry,” Andersen says. “We are cautiously optimistic that Congress will step up and address postal reform legislation to put the USPS on a more stable financial path. We continue to monitor trade, tariff, and tax issues for their impact on capital investment plans.”

**Speed-to-Market Is Critical Element**

The opportunities for direct mail printers go beyond specific verticals. Powers points out that speed-to-market in a world where consumers are now accustomed to interacting with brands nearly in real-time across multiple channels is both a challenge and an opportunity for commercial and direct mail printers.

“We know the landscape is changing rapidly for marketers,” says Powers. “These industry changes are driving the need for new technology and increasingly innovative solutions. Whether a printing company is small or large, they have to be aware of what’s happening in the industry and adapt as necessary. That doesn’t just mean bringing in a new printer, but understanding what changes are coming from consumers, how their behaviors are changing, and what that means for your clients.”

**Direct Mail Must Be a Seamless Component**

Knowing how direct mail fits into those broader efforts, in particular, and having the right tools and expertise to know how to make the print elements a seamless component to help drive the message is some-thing Andersen stresses as well.

“One of the biggest opportunities in the direct mail space is providing effective and efficient solutions to consumer demand for personalized, relevant messaging integrated across all channels,” he says. “Insightful use of data, combined with the flexibility of digital print production, allows marketers to seamlessly integrate tactile marketing in their omnichannel campaigns.”

Which brings shops right back to the data, Eng points out, noting that it is impossible today to get away from those broader trends if direct marketing providers want to truly take advantage of the opportunities that are out there.

Print shops that take data seriously — not just on the security side, but in how to most effectively use and maintain databases — will find greater opportunities than those that rely on the brands to provide the data themselves.

“We know there is demand for more personalized and relevant [direct] marketing,” Eng says. “To meet that demand, quality data is a necessity. This continues to be a challenge for our customers. If they don’t have quality data, the ability to target and maximize the impact of direct mail is limited. We continue to educate clients on collecting and scrubbing data, and how to use that data to create a personalized experience that resonates with the recipient.”

Print isn’t dead, and direct mail is still a vibrant, innovative part of that story. Personalization, data management, and cutting-edge technologies like production inkjet printing will continue to shape the evolution of direct mail campaigns. Those commercial and direct mail printers willing to experiment and push the limits will be well-positioned for success for many years to come.

This article originally appeared in the December 2019 issue of Printing Impressions.
During the past decade, the printing industry has witnessed countless technological advancements that have pushed print shops to evolve. Today’s commercial printers seek to diversify their offerings to keep up with both evolving digital technologies and the evolving needs of their customers. One of those printers is TEAM Concept Printing.

A full-service trade printer based in Carol Stream, Ill., TEAM Concept employs 80 people, and is expanding its plant to 60,000 sq. ft. The company recently acquired a six-color Komori Lithrone G40 (GL640) sheetfed offset press, and a Ricoh Pro C7210X cut-sheet digital toner press with 5th color capabilities to expand its packaging printing capabilities and create new market opportunities.

“The Komori press is definitely going to help us with our packaging,” Tony Rouse, founder and CEO of TEAM Concept, says. “When we bought our last [Komori SX29], we were restricted by size. The [GL640] is six-color, it runs UV inks, and it’s a 40” press, so it’s really set up and geared toward this type of work.”

According to Rouse, the installation of the Ricoh 7210X has also upgraded the company’s digital packaging output, dividing work between a Kodak NexPress ZX 3900 and the newly installed Ricoh, depending on the run length.

Beyond Its Commercial Printing Roots

Both installations have enabled TEAM Concept to expand into several high-margin market opportunities. While the company still largely focuses on commercial printing, at the close of 2019, the company’s work was divided as follows: 11% packaging, 17% mail services, and 7% wide-format digital printing, with the rest being conventional commercial printing.

But even as TEAM Concept's capabilities grow, they haven’t left any services behind. Building upon what they already do has been the company’s key to becoming a full-service print shop.

“Originally, 22 years ago, [our business] started out producing business cards, letterhead, and envelopes, and as we’ve continued to expand into different areas of print, we don’t leave anything we’re doing behind,” Rouse explains. “We just add on and, at the end of the day, it’s helped us to really grow.”

But the company’s convergence into new markets and applications had less to do with digital advancements, and more to do with customer needs. Rouse has noticed that over the past several years, customers are searching for embellishments and special effects.

“Customers are really looking to do things to spice up what they’re giving to clients,” Rouse continues. “We’re really seeing a move toward people wanting to do something to differentiate themselves from others.” In response, TEAM Concept developed a line of digital embellishment services called LUX FX for 3D spot varnish and digital foil enhancements.

TEAM Concept’s move to packaging was born out of the same intention — to satisfy customer demand. According to Rouse, the company’s client base encouraged them to enter the packaging market for custom-printed labels, product packaging, 3D marketing materials, and more.

“Our existing client base had been saying, ‘Hey, you’re already producing our booklets, mailing, and stationery products,’” Rouse says. “The Komori press is definitely going to help us with our packaging.”

By Kinjal Shah
recounts. “But they were going to a different printer for their packaging. So, it made sense for them just to come to us. We’re really just answering their needs.”

The company’s growth in wide-format printing and mailing services was also encouraged by its client base, expanding TEAM’s kitting and fulfillment department into a full, in-house mailing department. Through all of this growth and expansion, Rouse had one main goal in mind — to simplify the customer experience.

“It was a natural fit for us to do [everything] here under one roof,” he explains. “And that’s something we’ve focused on for a while. To make the customer experience a lot easier is to be able to have them work with one person who can take care of all of the different products.”

But while Rouse continues to make the customer experience as simple and efficient as possible, the company’s move to packaging hasn’t been as smooth. TEAM Concept has had to push its limits to adapt to the new market requirements.

“There are so many different ways to do things, and so many different requests the client might have,” Rouse says. “When we first started, we did a very small amount of that, and we kept getting asked to do different things, and really pushed our limits. There are so many ways products can get packaged, and we needed to learn all of it.”

Rouse has faced similar challenges entering wide-format and mailing services, and found that the path to successful diversification requires education and guidance.

Experienced New Hires Drive Transition

“We’ve hired more people who have experience on the packaging side of our industry to give us guidance,” he says. Rouse and his team have brought industry experts to TEAM Concept to help drive company convergence.

“We did the same when we built out our mailing department and our large-format department. We brought [people with experience] in so we wouldn’t stub our toes figuring things out ourselves. We wanted to have experts guide us through that.”

With the recent equipment installations and the hiring of industry experts, TEAM Concept has taken a deeper dive into the packaging industry. With the legalization of cannabis, Rouse has seen growth related to packaging in that vertical, along with a strong hold in the perfume, cologne, and candle markets.

Overall, convergence trends have led to growth and expansion for TEAM Concept. The company originally considered pausing its expansion due to the COVID-19 pandemic, but decided against it. And according to Rouse, that was the right decision. “If we didn’t do the things when we did them, as far as expanding into new markets, we would not be where we are today,” he notes. “It ended up being the right time.”

For many printers, the focus on diversification into completely new products and revenue streams have been in an attempt to compete with evolving technologies and new competitors. But with a focus on meeting customer needs and simplifying the buying process for his existing client base, Rouse believes TEAM Concept has done an excellent job.

“We’ve continued to stay as positive as we can, [and] continue to get our message out there on a lot of different platforms,” he explains. “I feel 100% that we’ve done an outstanding job with that. We are in the right position, and in the right spot.”

And while evolving from solely commercial work to also offer packaging, mailing, and wide-format capabilities took time, Rouse believes any commercial printer can follow his example and make the leap into other markets. But they can’t expand unless they talk to their customers first.

“One of the things I did that really made me feel good,” he explains, “was reach out to clients and say, ‘Hey, we’re thinking about expanding this. What are you currently buying? Is that something you would consider us for?’ And through that process, we’ve had overwhelming responses that the business need was there.”

As far as the immediate future goes, Rouse is content with the markets TEAM Concept has already established itself in. “We really don’t see ourselves getting into anything new at this point,” he says. But after forecasting out 18 to 24 months, Rouse has some expansion ideas focused around customer needs.

“Right now, we have a digital flatbed that we use for large-format work,” he details. “And we also operate some roll-to-roll printers. But we’re also looking into the possibility of being able to do silk screen signage. We’re not committed to it at this point, but we have it on our radar.”

This article originally appeared in the July 2020 issue of Printing Impressions.
For years, hard copy mail was the primary form of communication with other human beings. Its importance and relevance to civilization still evident to anyone who browses through the archives in museums or historical societies. With the advent of the digital age, however, many people assumed hard copy mail would fall by the wayside. Why would anyone bother sending a letter through the United States Postal Service (USPS) when an email (or, eventually, a text message) would accomplish the same purpose in seconds?

Despite the decline in volume sent, mail is still a strong component of marketers’ omnichannel campaigns. Research conducted in recent years proves that readers remember more of what they read in hard-copy format as opposed to digital, and they are more likely to engage with it, as well.

“Neurological studies have shown that the human emotion and recall of hard copy outperforms our response and memory of digital messages,” says Kathleen Siviter, assistant executive director of the National Association of Presort Mailers, and president of Postal Consulting Services. “Hard copy mail has tremendous ability to evoke human response, not just through its visual components, but with today’s technological advances, marketers are able to cost-effectively use paper texture, scent, fold/design, and more techniques to build on that human response to hard copy mail. Some marketers are even combining digital and physical in the mail piece itself with embedded video, RFID, augmented reality, and many more cutting-edge techniques!”

Physical + Digital = A Winning Combination
Marketers have begun to reawaken to the possibilities afforded by hard copy mail, and the benefits of combining it with digital avenues are even greater. Personalization has always been a key factor in determining the level of engagement recipients feel with...
A mail piece, and digital offerings allow marketers to take that level of personalization to the next level. Physical mail pieces can be sent with a QR code that leads to a personalized URL; the customer can review the information in the brochure or catalog, and then scan the code to be taken to a page with offers customized specifically for them. Mail pieces can also be combined with digital avenues to help recipients finalize their purchasing decisions. For example, some furniture retailers have used augmented reality on catalogs to allow readers to scan an image of a furniture item and digitally place the item in a photo of their home to see what it would look like if purchased.

The USPS has provided some programs to help mailers further combine hard copy and digital efforts. Its program, Informed Visibility, allows mailers to see exactly where their mail piece is in the postal stream, from acceptance to delivery. This allows marketers to send a well-timed email or post on social media just as their customers are receiving the piece in their mailboxes. This digital reminder may spur them to further engage with the mail piece is waiting for them when they arrive home.

Along those same lines, the USPS is seeing strong engagement with its Informed Delivery program. This subscription-based offering allows mail recipients to receive an email showing images of the actual mail pieces arriving in their mailboxes that day. (The images are pulled from the postal processing equipment.) While almost every mail piece shows up in the daily email (there are occasionally notifications that there is a mail piece for which the USPS does not have an image), marketers can set their mail pieces apart by creating a campaign linked to this daily feed. All that is required is to provide USPS with a replacement image (usually in color, to stand out from the standard black and white images), a call to action, and a destination URL. So, for example, a retailer could mail a brochure detailing their latest sales, and both the physical mail piece and the Informed Delivery image could advertise a certain percentage off if the products are purchased through the URL in the email campaign.

There are many benefits from utilizing offerings like this, one of which is that “you will be connecting to a mail-centric audience,” said Kurt Ruppel, director postal policy and marketing communications at IWCO Direct, in an article he wrote for Mailing Systems Technology. “The people who subscribe to Informed Delivery have a strong interest in what is arriving in their mailbox, and can be expected to view physical mail as credible and respond accordingly — especially with Informed Delivery making the connection to your offer easy and efficient.”

While mail will likely never see the volumes of years past, it is clear that it is still an incredibly valuable medium for marketers to engage with their customers. When combined with digital avenues, mail opens up a variety of opportunities for everyone involved in this industry, and these opportunities will continue to evolve. “Print and mail professionals will begin operating more like consultants,” says Mike Porter, president, Print/Mail Consultants. “They will work with clients to uncover their business objectives and then develop ways to produce the desired results using mail and other channels at their disposal.”

This article excerpt was originally published in the March/April 2020 edition of the PRINTING United Journal.
Tecnau Demos Mailing & Fulfillment Options
Northern-Italy-based, with offices in Boston, Mass., and Sweden, Tecnau has a worldwide customer base. Founded more than 30 years ago, the company offers a broad portfolio of solutions for an array of applications, giving mailing and fulfillment firms the ability to produce postcards, letters, bills, and statements, as well as booklets, brochures, and calendars.

After a brief overview of the established product line, Scott Peterson, product marketing manager, will introduce viewers to the company’s newest finishing systems.

The Revolution 50 series offers cut and stack finishing for the newest generation of high-speed continuous inkjet presses, with capability to produce mailing applications at speeds up to 600 fpm, and compatibility with coated papers. The just-announced Stack 1212 also cuts and stacks heavy ink-coverage applications across a wide gamut of papers, but this time the focus is on sheetfed input, or more specifically, B2/B2+ sheets. Finally, Tecnau will give viewers a peak at their Splicer Roll 40 system, which gives continuous inkjet press users dual unwinders and dual rewinders to keep press up and running, perfect for high volume mailing applications.

W+D Highlights New Equipment
W+D will introduce viewers of the PRINTING United Digital Experience to its new 410i, which can convert preprint litho or 1:1 personalized digital print into high-value-add direct mail envelopes. It can run with a single operator with no prior envelope adjusting experience required, and complete job changes can be done in under an hour using modern graphical human interface touchscreen and only a few change tools.

Complete cutting of envelope assures the most consistent and highest quality envelope for the highest downstream inserter performance, as well as closest color to fold accuracy. The machine’s semi-automatic set-up with a few tools allows for low waste of only a few hundred rectangular sheets, and scuff/mark free conversion of pre-printed stock (even coated and digitally printed stocks) with W+D shuttle feeder technology. Users can add the look of a “hot foil stamp” without the high cost, in-line through the window patching station.

The new in-line, low cost photopolymer embossing plates allow users to enhance the value of printed envelopes with the latest paper textures, and the new simple-to-run 2/1 tight color register full servo flexo with fast change plate sleeves allows for offset-like print quality. In addition, the low running waste with automated run out delivery feature enables running variable data digital material with very low waste.

The 410i runs at speeds up to 500 envelopes per minute from light to heavy stock on virtually the full envelope size range. It produces the highest quality #6-3/4, A7, A8, #9, #10, A10, and 6x 9” booklet, commercial, and diamond style envelopes with or without windows efficiently, fast, with low running waste, and easily. Rectangular sheet shape cutting with flex dies on a magnetic cylinder means quick style changes for popular envelope sizes for direct mail and transpromo, as well as new USPS (trailing edge diecut) shape envelopes and other new more complex diecut marketing formats.

The company will also talk about the new W+D BB820 20K direct mail inserting system, which does jobs that others can’t do, or can’t do as fast. This flexible inserter has tight package clearance of less than a 0.25”, and can do shape cut pail and envelope packs up to 0.6”. It works with a wide range of feeders for coin/card affixing, notepads, stickers, sheets, and odd shape booklets, and has a high level of system intelligence for mail matching and inline envelope personalization.

In a second video demo, W+D highlights the Halm i-jet 2. Halm is a name know to the envelope market with more than 3,300 offset jet presses sold in North America. W+D Halm i-jets have already become the most dominant high-speed inkjet envelope overprint press in
the world, as well as the world’s fastest production-class Memjet inkjet overprint press, running at speeds up to 32,000 eph at a print quality of 1,600x1,375 dpi. The newest model is the W+D Halm i-jet 2, which offers even more ease of use and process automation, as well as the lowest cost per meter for ink and print heads. The W+D Halm i-jet 2 allows operators to produce short to medium run work faster, for less cost, and with the highest print quality.

**Fujifilm Highlights Capabilities of the J-Press 750S**

Fujifilm walks viewers through its third generation J-Press product: the J Press 750S. This inkjet press generates up to 3,600 B2 sph, for both static and variable jobs, with a new maximum sheet size of 23x29.5”.

The J Press 750S raises the bar by adopting the company’s latest quality, productivity, and environmental enhancements. It features FUJIFILM Dimatix Samba printheads, along with a six-up letter size imposition and increased speed, delivering double the sellable output over the previous version. This is all accomplished while reducing the overall footprint by 15%, and reducing energy consumption by 23%. The J Press 750S delivers exceptional flat tints, ultra-smooth gradients, perfect black tints, pin sharp text, ultra-fine line work, and perfect flesh tones, and has an extensive color gamut reaching upwards of 90% of the Pantone library.

The J Press 750S exhibits great flexibility for the widest array of growing segments. The J Press 750S comes standard from the factory as a commercial printing platform, and can be field configured to print up to 24 pt. board stock. A variety of current J Press customers change their own configuration back and forth to gain the maximum flexibility and value from their J Press investments.

**W+D Compete Envelope Solution for Cut-Sheet Digital Printers**

The power of the envelope is real in the world of direct mail. No longer is high-print-quality 1:1 direct mail only relegated to a postcard or flat sheet mail fold. W+D takes the power of the envelope to a new level with data driven 1:1 personalized printed envelopes with engaging haptic finishing, windows, shapes folds, and foiling all done quickly with its new W+D 410i envelope finishing system, as well as with W+D BB intelligent mail inserters all with 1:1 piece tracking.

**ROQ Automated Packaging & Labeling Modular System**

The ROQ Automated Packaging & Labeling Modular System offers a comprehensive automated pre-shipment solutions suite that may be purchased together or individually. The versatility of the modular system empowers you to build your premiere folding, packing, and labeling system one step at a time. The ROQ Fold, ROQ Pack, ROQ Size Label Applicator, and the ROQ Barcode Label Printer presents your finished products ready to ship out the door with dependable accuracy in every fulfilled order.

**Heidelberg USA Stahlfolder P-Stacker**

The Stahlfolder P-Stacker is six-axis industrial robot that securely grips and autonomously places folded signature piles onto a pallet using sophisticated gripper technology. The P-Stacker is optimized to ensure zero marking as the signature piles are gripped and transferred to the pallet at a speed of up to 300 stacks per hour. With an intuitive interface, the P-Stacker ensures high productivity and efficiency, and reduces the operator’s workload, which allows them to focus on other tasks.
Become a member today and discover how PRINTING United Alliance can help grow your business.

DISCOVER WHAT’S POSSIBLE

PRINTING United Alliance is the largest, most comprehensive member-based printing and graphic arts association in the United States. Members have access to comprehensive research, industry experts, certification and educational programs and so much more. Become a member today and discover how PRINTING United Alliance can help grow your business.

Contact the PRINTING United Alliance Membership Team for more information on National and Regional Membership Options.

888-385-3588
sgia.org & printing.org