



Solutions for Direct Mailers

Direct Mail businesses face the challenges of manual processes, variable job volumes, challenging customer applications and increasing costs for labor.

Additionally, lack of mail integrity technology limits the types of jobs that can be run. The customers of Direct Mail producers are looking for improved response rates through personalization and predictability of shipping times and proof of mailing. Meeting these varied demands to remain competitive requires thoughtful and customized solutions.

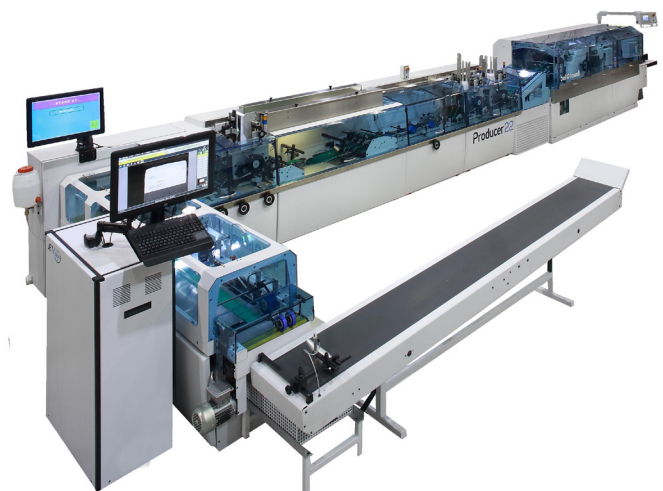
Bell and Howell solves Direct Mailers' problems by bringing together production equipment, vision technology and enterprise software. Our sales and application services teams bring together the combination of products to improve productivity, reduce costs, and improve mail integrity while expanding your Direct Mail operation.

INCREASE PRODUCTIVITY

Direct Mail can be a notoriously seasonal activity, where production volumes can vary widely between months. The traditional solution is to use short-term staff to keep the jobs moving through production at a steady pace. Using these resources for temporary and manual stuffing means there is a need for quick on-the-job training and careful staff planning for a short-term solution.

To remain competitive, companies must constantly reevaluate their resources, using people and materials as efficiently as possible. Market changes have made it difficult to maintain margins while growing business. Finding qualified labor to handle the demands of operating inserting equipment coupled with the recent challenges of increased minimum wage require production optimization to minimize the use of manual labor.

Bell and Howell's Producer is a high-speed, robust inserter that easily handles large volumes of letters and flats. The Producer is designed to run 24 hours per day, and insert up to 25,000 letters per hour. With higher throughput, fewer human resources are needed. In addition, an operator interface with reduced complexity translates to less downtime and improved productivity. This high-performance finishing equipment eliminates production bottlenecks and provides flexibility for fluctuating job volumes.



REDUCE COSTS

In the business of Direct Mail, it is often a requirement to stock multiple forms and shells, paper types and colors, not to mention a variety of envelopes. By following the highly efficient Plain Paper Factory model, the cost of stocking and changing out these materials can be nearly eliminated. Bell and Howell's innovative Inveloper is a film and paper wrapping system that creates custom envelopes from a solid roll of paper. These envelopes are created to match their inserts and can be customized with laser cut windows, personalized with color printing inside and out. The Inveloper finishing systems fully leverages your color printing capabilities, so your marketing messages are highly-effective and generate the highest response rates at the lowest cost possible.



IMPROVE INTEGRITY

As Direct Mailers move toward personalization and customized mailing, more jobs involve multiple pieces. These inserts are added to the main mailpiece and can vary depending on address. This means jobs are complex and time consuming, and manual matching can introduce errors. Sensing technologies from Bell and Howell deliver accurate and fast document matching. Our JETVision data capture equipment scans and senses the mailpiece data through addressing, barcodes or other markings. This information is used to control the addition of inserts, or print personalized messages to improve response rates. Matching jobs can be completed in 75 percent faster and require as little as 20 percent of the manpower.

EXPAND CAPABILITY

Bell and Howell's complete line of solutions for Direct Mailers work together seamlessly and efficiently, giving your business time to explore new opportunities. Labor savings and increased efficiency combined with our tracking technology translates to an expanded list of acceptable job types and new revenue streams.

Additionally, our team of expert service technicians provides unparalleled 24/7 customer support, preventative maintenance plans, and prompt on-site repair to minimize downtime.

With these trusted solutions, transpromotional printing, personalized Direct Mail and lower production costs are now within reach.



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