

How Access Direct Optimized its Print and Mail Operations

ACCESS DIRECT ***SYSTEMS, INC.***

How Access Direct and Bell and Howell partnered to streamline operations and help support an increase in print volumes at Access Direct's Farmingdale, N.Y. production mail facility.



THE CHALLENGE

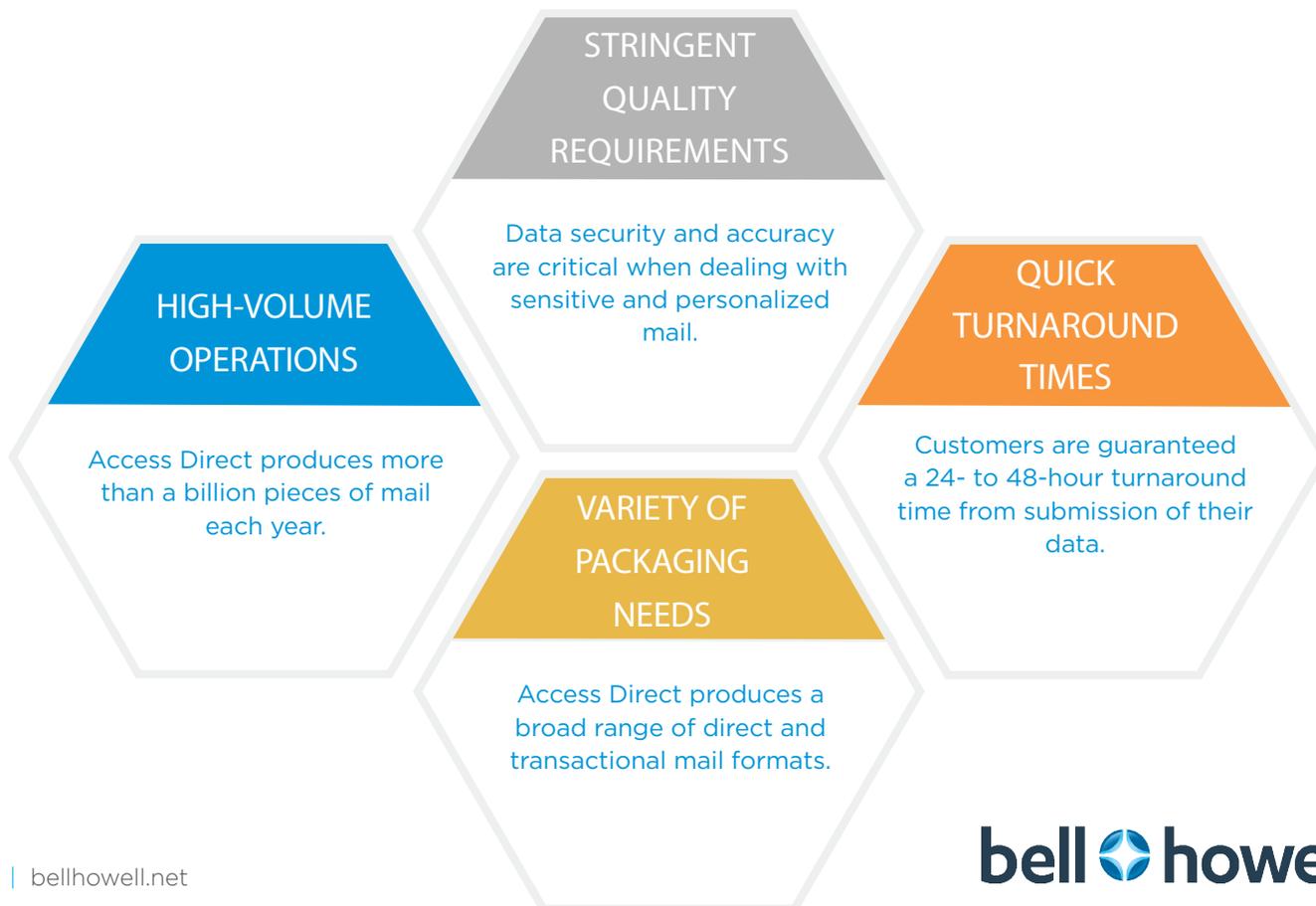
EVOLVING BUSINESS AND TECHNOLOGY NEEDS

Founded in 1969, Access Direct has transformed its business from a simple data lettershop to one of the largest direct mail and marketing service companies in the country. As the industry evolved toward digital print, Access Direct's president, John V. DiNozzi, and executive vice president, Lori Messina, began evaluating their current operations and searching for high-speed digital solutions capable of meeting their customers' stringent requirements and growing needs.

It wasn't long before Access Direct transitioned its operation to high-speed digital inkjet printers, which resulted in a nearly fifty-percent increase in overall capacity. The increased throughput of printed materials required the company to seek new inserting and finishing solutions capable of supporting these high volumes while also ensuring 100% accuracy and quick turnaround times.

As one of the largest companies in the industry, Access Direct produces more than a billion pieces of direct and transactional mail each year. With such high production demand, speed and volume capacity were key considerations as they explored possible inserting solutions. Mailpiece integrity and accuracy are also paramount to their operation, as comprehensive security and quality control procedures set them apart from their competition.

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HIGH-SPEED PRODUCTION WITH 100% ACCURACY

After expanding into the world of high-speed digital printing, Access Direct recognized the need to upgrade their operation. State-of-the-art inserting equipment could process large volumes of mail in a timely, cost-effective manner while also maintaining high quality and 100% accuracy.

With their new production demands in mind, Access Direct turned to longtime business partner Bell and Howell for an inserting solution to match their print capacity. "Having worked with Bell and Howell over the last several decades, the decision was clear-cut," said DiNozzi. "From the most advanced technology to their prompt and professional service team, we're confident that Bell and Howell will deliver a superior solution capable of meeting - and exceeding - our new operational demands and our customers' expectations."

To achieve the high volumes and quality requirements the company was seeking, Access Direct selected Bell

and Howell's Producer 400DM inserters. Designed for rigorous, high-production environments, the Producer 400DM processes letters and flats at speeds of up to 20,000 pieces per hour and a low cost per piece. With multiple feeder options available, the Producer 400DM can handle a wide range of complex direct mail formats, including buckslips, booklets, brochures, attached cards, standard flat or pre-folded inserts, and many other unique applications.

In keeping with its commitment to follow strict quality control and security procedures, Access Direct also added Bell and Howell's innovative JETVision® system to its new inserters. The industry-leading track-and-trace solution utilizes vision and sensing technologies with inspection software to read and verify mail pieces throughout the entire production line process. This maximizes integrity, quality and one-to-one marketing opportunities.



FAST AND AFFORDABLE

High processing speeds increase efficiency while reducing operating costs



MAXIMUM INTEGRITY

State-of-the-art track-and-trace system ensures 100% accuracy and integrity



APPLICATION FLEXIBILITY

Variety of feeder styles provides flexibility to accommodate a wide range of mail formats

THE RESULTS

UNRIVALED QUALITY AND PERFORMANCE

The transition to the new Producer 400DM inserters has profoundly affected Access Direct's mail operations. The company was able to replace 20 legacy inserters with only eight new high-speed Producer 400DM inserters. Access Direct gained a significant increase in inserting capacity while drastically reducing labor costs through improved operational efficiency.

Additionally, by implementing the JETVision® track-and-trace technology on the new inserters, Access Direct can process mail with 100% accuracy and ensure quality control and security throughout the entire production line.

While the new inserting technology has truly enhanced Access Direct's production workflow, both DiNozzi and Messina attest that it's Bell and Howell's commitment to deliver superior service that has changed the game for them.

"Because our clients hold us to such high standards, we demand the same from our partners," said Messina. "Expanding our longstanding relationship with Bell and Howell is a testament to the level of service and quality they have consistently provided to us over the years. Their partnership is undeniably vital to our success."

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Lori Messina, Executive Vice President

For more information, visit: bellhowell.net

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