

DATA CENTER

Mailmen, Inc.



The flexibility of the EMP 156 makes it possible to handle a wide variety of paper and substrates



The total time and cost to print jobs was reduced by 65 percent



The EMP 156 offers easy-to-change consumables, avoiding the hassle and expense of service calls

A Flexible Direct Mail Service

Mailmen, Inc., is a First-class and standard direct mail service provider located outside New York City. From its 100,000 square foot facility, Mailmen's more than 300 employees are dedicated to providing customers with the latest in innovative services that answer today's cutting-edge business requirements. The company strives to satisfy customers by always keeping an eye on continuous improvement in service and quality.

Innovative solutions, however, require innovative equipment in order to deliver. Mailing in excess of 20 million direct mail pieces per month, Mailmen's sheet-fed laser printers could not always deliver when it came to performance. In fact, to keep up, the company was running four printers around the clock, spanning three shifts. Additionally, the flexibility required to handle paper specifications and varying substrates was limited. It was time to look for a new solution.

Expanding in more ways than one

"We had difficulty finding laser printers that truly served the production needs of the direct mail industry," said Bill Vignola, president and CEO of Mailmen, Inc. "As marketing professionals became more sophisticated, their demands did too. We were being asked to do more complex personalization with specific variable offers, which meant we were producing all of our direct mail on pre-printed forms, not just white paper. And we were being asked to handle larger sizes of paper and a variety of stocks. We simply needed more flexibility."

Vignola and his team went on a hunt to find equipment that would support this changing marketplace. In doing so, they set three goals: the equipment had to produce high-quality

output, it had to accept various paper sizes and stocks, and, finally, it had to be fast.

"During our search, we purchased five separate pieces of equipment from different vendors. Each promised its machine was better than the last and could handle our requirements, but they would all eventually fall short in some way," said Vignola. "It was a variety of things—the inability to accept the type of substrates, or accommodate the size of the paper, or handle the volume. And then we heard about Ricoh's new production printing business unit, PPBG. They showed us how two machines, the EMP 156 and DDP 92, would answer our needs. And they were right. These production printers are truly above the rest. PPBG is the first solution provider we can endorse."

PPBG

Helping ENTERPRISE DATA CENTERS
Stay Competitive



RICOH

Immediate productivity

The EMP 156 is designed specifically for high-volume, mission-critical printing and offers the flexibility needed to handle a variety of substrates and paper sizes without losing time. Offering a high performance print engine that ensures optimal productivity, the EMP 156 produces high-quality documents at a speed of 156 pages per minute (ppm). The DDP 92 is a powerful 92 ppm companion workhorse printer. Mailmen was running at 87 ppm for 11 x 17 applications with its current equipment (that included five printers); and struggling to complete jobs within the committed timeframe. The appropriately sized PPBG solution improved output from 87 ppm to 201 ppm—a net gain of 114 pages per minute. Additionally, the total time and cost to print jobs is showing a reduction of 65 percent, which supports the goal for an improved profit margin.

“The flexibility of the EMP 156 allowed us to do things we were unable to do before,” said Vignola. “For example, we produce one to two million pre-printed direct mail shells per month that are 100 percent variable in text. The EMP 156 prints at significantly lower heat than our previous equipment, reducing the risk of melting the pre-printed ink when adding the black text. Most laser printers are designed to handle 8.5 x 11 to 8.5 x 14 sheets. If we wanted to produce a direct mail piece on a 10 x 13 sheet, our printers couldn’t do it. We had to move to an ink jet printer, which slowed production. The EMP 156 can easily handle incremental sizes of paper with ease with just a simple adjustment.”

With the EMP 156, Mailmen also achieved its goal of being able to produce finished documents quickly on a wide variety of paper stocks. The machine prints on heavy, coated, or glossy stock in paper sizes ranging from 8 x 7 to 14 x 18 at full speed using an advanced paper-handling technology. Its vacuum-fed trays ensure reliable paper feeding when using a variety of paper stocks. Additionally, the EMP 156 simplifies the workflow by offering duplexing capabilities, edge-to-edge printing, and subset stapling.

A vote of confidence

Mailmen reports that the easy-to-use EMP 156 is getting rave reviews from its operators as well.

“Machines run in our environment successfully if people like them,” commented Vignola. “Our operational people fell in love with the EMP 156. And the support Ricoh PPBG gave us from the very start was very impressive.”

The EMP 156 offers easy-to-change consumables that make it possible to avoid the hassle, delays, and expense of service calls. Additionally, it easily monitors consumables, supplies, and printer status in real time using any Internet browser.

“We don’t choose what we do—our customers do,” said Vignola. “For example, we are now looking into offering full print or on-demand color because the market is beginning to require it. When we are ready to expand into this market, it is obvious to us that PPBG is the group we will call.”

DATA CENTER CUSTOMER TESTIMONIAL



The DDP 92 and the EMP 156 offer flexibility and performance in high volume environments.

Think Production. Think Ricoh.

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At Ricoh we know documents are essential for business. For your business to succeed, and to keep up, you need to deliver cost-effective, high quality, secure document services. Additionally, you must evolve as business needs and technologies change, while effectively reaching out to clients with new services and workflows—and rarely can you do this alone. Call us today at 877-212-6064 or visit us at www.ricoh-usa.com/ppbg to find out the many ways we can help your business grow and profit.

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