



## Graphics Ink Jet PackPost Case study

# Videojet delivers high speed addressing and personalization on mail items at PackPost

**PackPost is a leading mailing solutions provider in Buckinghamshire, UK. Their customers range from large multinational blue chip companies to smaller businesses providing a complete print and postage solution for all brochure, carriers, polyfilm, envelope and postcard printing requirements.**

PackPost caters to companies specializing in subscription publications, publishing, mail order, retail, leisure and charity sectors. Their data management, personalization, fulfillment mailing services and postal consultancy services for UK and overseas mailing require a comprehensive coding and addressing solution to match their professional service offerings.

Despite the recession, the company has grown in size with an increased demand for ink jetting. To meet such a demand, PackPost's production team runs a demanding 12-hour shift, 5 days a week, running an average of 1,500,000 packs per week.



**“Videojet has provided us with the confidence that the machine will not only meet our customer requirements, but also allow us to adapt to their future needs.”**

**Trudy Marshall, Sales & Marketing Director  
PackPost**



**Outputs can vary depending on materials, so print speed is maximized to ensure efficiency.**



**Due to the high speed application, PackPost was looking for the best addressing equipment in the industry to replace existing printers to ensure they have the highest standards when it comes to printing bar codes and graphics.**

Overseas mail consolidation and recent company process changes have resulted in the need for a significant improvement in their printing requirements. Industry requirements in bar code graphics quality, foreign characters and printing portrait rather than landscape, have also steered the need for new Graphic Printing machines to be installed on their assembly lines.

PackPost's previous ink jet system could not keep up with customer demands of printing technologies and was unable to meet new client requests, which encouraged PackPost to explore alternate manufacturers.

Trudy Marshall, Sales & Marketing Director, commented, “The capability for high quality bar codes was the reason for change. We require good quality graphic images.”

Calvin Drury, Production Supervisor added, “It was time for a change, we were experiencing a struggle with increased upkeep on our existing machines. Downtime occurred frequently from mechanical issues and the maintenance program was time-consuming and not comprehensive.”

Trudy added, “When looking for a new supplier, we phoned a variety of Videojet mail house customers and received very positive feedback on their BX machine. We also researched into the product support provided by Videojet and were impressed. We have experienced a great demo and have since decided to purchase 3 more machines from Videojet to replace our existing machines, increasing our investment end of year program to £250,000.”



The mailing solutions industry is high volume and low margin, so quality and productivity are the main benefits sought from an addressing machine in the Graphics industry. Reduced downtime is critical; ink is required to dry instantly to provide a non-smudging solution, and the quality of the print needs to be consistent across film and all other printing products.

Videojet presented a solution that would not only meet PackPost's printing requirements, but also save valuable time within the Graphics production process with the new offline proofing function. Through offline proofing, data processing and account teams can manage the whole project with the customer electronically and simply send the file down to production when ready to print.

"Our production line is very time sensitive, being able to proof offline will save 2-3 hours per job. We are no longer relying on production staff to set up a print sample and for our Data Client Service Team to proof copies with the customer. This enables production staff to concentrate on more important tasks to achieve mailing deadlines."

In addition, the benefit of True Type Font (TTF) from the software interface ensures that what is seen on the PDF proof is exactly what is printed on the production line. This prevents the issues of inconsistent types, and provides the capability of printing whatever the customer wants – a great selling feature for mailing house customers. "TTF has given us the ability to print foreign characters, allowing us to post to every country in the world."

The advantage of rotating the head of the printer is a benefit sought by end users, allowing the back page to be a portrait design. "Rotating the front is a big feature. Normally we have to request for landscape designs only so we have now become more flexible. The TTF rotating onto a portrait pack meets a large number of our customer requirements not previously met. Customers have previously had to adapt a back panel design to meet our printing restraints, by rotating the fonts."

**“Downtime is reduced. Once we are up and running, there are no issues.”**

**Calvin Drury, Production Supervisor  
PackPost**



**Thanks to the high quality printing from the Videojet BX, PackPost have now achieved bar code accreditation.**

Thanks to the high quality printing from the Videojet BX, PackPost has now achieved bar code accreditation. “Bar code accreditation is important in this industry. To achieve this, dots per inch must meet the standards set, and Videojet machines meet those standards.”

Videojet machines help ensure that the bar code is printed in a machine readable format, crisp and clear so a bar code scanner can process the information. Assuring accurate, scannable bar codes improves the relationship with trading partners, and makes the business more efficient with less time wasted correcting bar codes that are unreadable or incorrect.

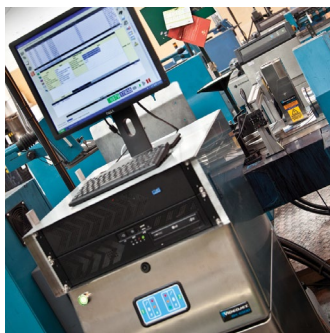
With TTF and the overseas mailing consolidation, graphical images are required in order to supply a worldwide mailing solution. Images need to be variable, “The ability to print graphics is extremely important to us. With the Videojet machine we can print the bar code, address and post mark with one printhead.”

With the introduction of Sustainable Mail in the Graphics Industry. This provides mailing companies the opportunity to lower postal costs. During this economic climate, and the high volume, low margin nature of this industry, any method to lower costs and support bottom line profits is a great advantage.

Videojet supports the requirements of mailing solution providers by helping to ensure the addresses in the database are synced to the printing machine through the Videojet user interface software. This helps ensure confidence that the correct postal addresses are printed. In addition, Videojet offers a waste disposal service to collect and dispose of cleaning fluid and waste ink.

PackPost has noticed a number of benefits since using the BX printer. “Downtime is reduced and the single head also means less consumables, less setting up and less maintenance.”





When asked to explain their operational tasks on a day to day basis with their new Videojet BX, Calvin described this as “Very easy to start up. Videojet is so much easier to use and saves on production time. To change fluids simply open the cabinet, quick and easy and less messy. Less sensitive as the previous machine suffered when knocked or a temperature change.”

Trudy was happy to announce, “We have calculated a 20% savings on consumables, this doesn’t include savings on productivity.”

Previously service maintenance had to be done every 6 months with new consumables each month. Now PackPost can look forward to service intervals of 12 months.

Calvin added, “Back up support is paramount. When spending and investing in this environment, we need to be confident with a 24-hour service provider.”

“We are over the moon with the quality of print and support from Videojet. We have had positive feedback with customers. We are hoping Videojet will grow alongside PackPost and take us through our printing requirement for a good number of years.”

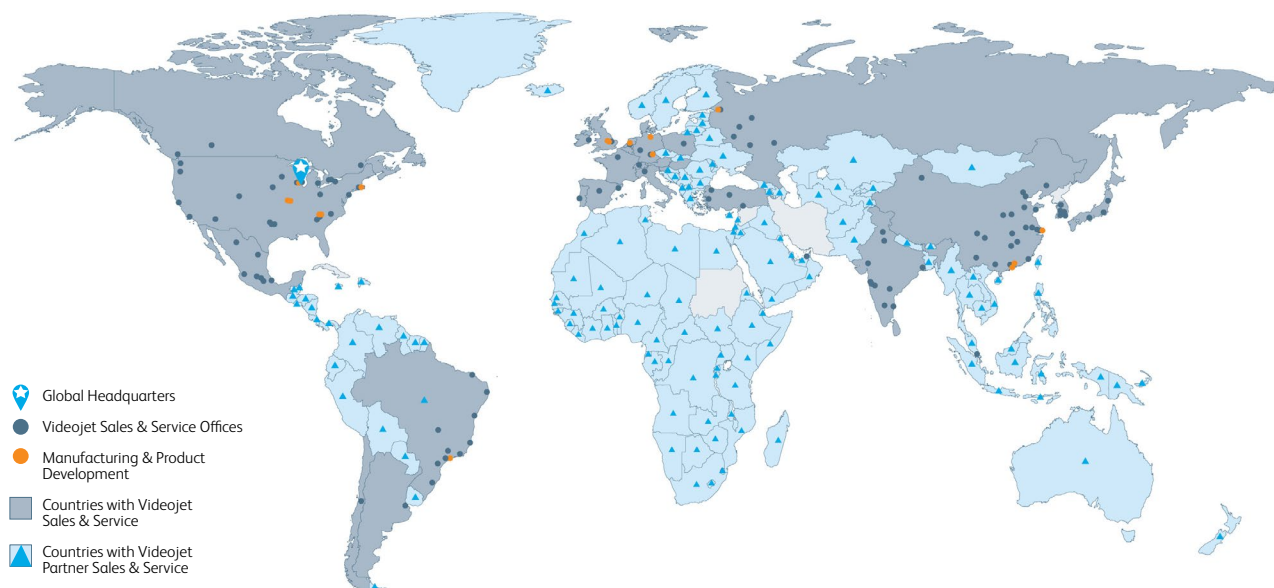
# Peace of mind comes as standard

Videojet Technologies is a world-leader in the product identification market, providing in-line printing, coding, and marking products, application specific fluids, and product life cycle services.

Our goal is to partner with our customers in the consumer packaged goods, pharmaceutical, and industrial goods industries to improve their productivity, to protect and grow their brands, and to stay ahead of industry trends and regulations. With our customer application experts and technology leadership in Continuous Ink Jet (CIJ), Thermal Ink Jet (TIJ), Laser Marking, Thermal Transfer Overprinting (TTO), case coding and labeling, and wide array printing, Videojet has more than 325,000 printers installed worldwide.

Our customers rely on Videojet products to print on over ten billion products daily. Customer sales, application, service and training support is provided by direct operations with over 3,000 team members in 26 countries worldwide.

In addition, Videojet's distribution network includes more than 400 distributors and OEMs, serving 135 countries.



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