



# CASE STUDY



## CUSTOMER PROFILE

- Mississauga, Canada-based, serves customers across North America
- Vertical markets include healthcare and consumer packaged goods
- Offers leading web-based marketing asset management solution to manage, control, track and distribute targeted and personalized communications materials

## Executive summary

Interlinc Direct Corporation has purchased the FlowMaster® RS Flex inserting system to help deliver relevant, personalized communications for their clients. The FlowMaster® RS Flex inserter can accurately process a variety of materials and sizes at speeds up to 16,000 mail pieces per hour. Through this installation, Interlinc anticipates an increase of inserting efficiencies by a minimum of 40 percent, resulting in enhanced customer service.

## Business challenge

Mississauga-based Interlinc specializes in providing customers across North America from a range of industries, including healthcare and consumer packaged goods, with a leading web-based marketing asset management solution to manage, control, track and distribute targeted and personalized communications materials.

“Our customers are focused on being very specific in who they target and how,” said Neil Raven, Founder, Interlinc. “It’s essential to be able to customize each and every communication, which is a huge undertaking when conducted manually. With our investment in Pitney Bowes’ technology, we can help our clients get an edge on their competition through intelligent, selective inserting where we can be methodical by matching a specific message to a specific person.” The purchase of the FlowMaster® RS Flex inserter will help its clients deliver targeted, personalized communications.

The Pitney Bowes FlowMaster® RS Flex inserting system delivers high speed, flexibility and increased productivity with proven servo motor technology. This system helps mailers meet SLAs faster by providing unmatched flexibility and automating manual tasks in a one-operator integrated work-cell. The system can also be configured to process letters and flats on the same platform to meet even the most challenging application needs.

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Neil Raven  
Founder, Interlinc

## Solution

“The ability to leverage a solution that integrates well with existing technology while delivering high levels of customization within a digital environment is something our clients are looking for,” said Bill Mackrell, General Manager, Pitney Bowes Canada.

As organizations strive to increase efficiencies and make every communication resonate with existing and potential customers, it’s essential for them to be able to deliver targeted and relevant content—the FlowMaster® RS Flex can help ensure this is done accurately and cost effectively.

With the FlowMaster® RS Flex inserting system, productivity increases as operators are able to turn jobs faster resulting in more completed projects for a lower cost per mail piece. The system provides users a reliable and versatile way to produce valuable and engaging communications materials for clients.

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### TECHNOLOGY USED

FlowMaster® RS Flex  
Inserting System

### Results and benefits

- Grow new revenue streams processing more types of jobs on a single system
- Lower costs and increase productivity by processing letters at up to 16,000 pieces per hour and flats at up to 12,000 pieces per hour
- Process virtually any insert material at any given time with fast rotary and friction feeder set-up time
- Meet SLAs faster by automating manual tasks in a single-operator integrated work-cell
- Increase uptime with proven servo motor technology

For more information call 877-536-2736 or visit us online: [www.pb.com](http://www.pb.com)