L & D Mail Masters

Executive summary

L & D Mail Masters wanted to implement the next generation of high-speed mail processing systems that would allow them to deliver enhanced capabilities for their customers while providing the flexibility they need to expand their customer base and grow their revenue.

"L & D Mail Masters needed a scalable solution that would not only help us increase operational performance and lower costs, but would also allow us to adapt to meet the needs of our growing client base," said Diane Fischer, president, L & D Mail Masters. "After evaluating other high-speed solutions, it was clear that the Mailstream Productivity Series Inserting System will help us accomplish this so we can deliver millions of high-quality communications each month for our direct marketing and transactional mailing clients. We have been a client of Pitney Bowes for 26 years starting out with a table top inserter."

The Mailstream Productivity™ Series Inserting System has supported L & D Mail Masters by radically improving the speed with which they produce mail and by replacing manual integrity processes with file-based, automated mail piece verification, streamlining their workflow and providing the highest degree of integrity. It's flexible processing capabilities provide extra capacity to add more jobs to their production line and supplies the power L & D needs to both meet existing SLAs as well as acquire more sophisticated transactional/ complex production jobs, continuing their cycle of growth.

The incorporation of just one Mailstream Productivity™ Series Inserting System onto their production floor has allowed L & D Mail Masters to increase their productivity, eliminate existing overtime, and cross train employees for redeployment into other areas to boost overall productivity.

Business challenge

L & D Mail Masters was using equipment specifically designed for their direct mail business. As their business grew, they began taking on more transactional mail that required a greater level of productivity and integrity that their legacy system struggled to support. Even with accessories attached their productivity was not keeping up with the additional volume.

As they moved forward into new business environments, L & D Mail Master required:

- Consolidated systems to create a leaner workflow and greater productivity.
- Increased efficiencies with automated verification requiring significantly less operator intervention.

In a production test, L & D Mail Masters processed 500,000 mailpieces in an 11 ½ hour period using 5 legacy machines and their new Mailstream Productivity™ Series Inserting System. The Mailstream Productivity™ Series Inserting system outperformed those five machines combined, yielding 265,000 versus 235,000 error-free mailpieces.

Pitney Bowes

- The ability to meet the same compliance requirements as in-house operations to deliver the highest levels of accuracy and integrity.

- Greater speed and increased production capacity to fit existing jobs into their production schedule, eliminate overtime and add new clients without adding on-site service.

Solution

To solve their challenge of rapid growth into mission-critical, high value customer communications, L & D Mail Masters evaluated a number of high speed solutions and ultimately decided on the production and integrity capabilities provided by the Mailstream Productivity™ Series Inserting System.

The incorporation of just one Mailstream Productivity™ Series Inserting system represents an overall 250% upgrade in productivity over their current hardware. Designed to process at speeds up to 26,000 pieces per hour and using a file-based process that automates verification with extraordinary accuracy, L & D Mail Masters has been able to expand the breadth and reach of their business into new arenas with the confidence that their new systems can handle greater complexity and volume with the highest degree of accuracy.

And with the potential to reduce the number of machines on their production floor from the current 12 legacy systems to 4 Mailstream Productivity systems, L & D Mail Masters will experience a 75% reduction in the labor necessary to operate their machines, allowing them to cross train and redeploy their operators to create greater strength and capabilities across their business.

Results and benefits

Installing just one Mailstream Productivity™ Series Inserting System has allowed L & D Mail Masters to fit all of their current SLAs into their production schedule while eliminating existing overtime and increasing production capacity:

- In one 11 ½ hour day, one Mailstream system was able to process 265,000 mailpieces while 5 legacy systems produced 235,000 mailpieces.

- File-based processing with automated monitoring reduces operator intervention while delivering the highest levels of accuracy and integrity.

- A reduction of machines from 12 to 4 will actually allow L & D Mail Masters to exceed current production with additional capacity for more jobs.

- 16 current operators will be cross trained and redeployed to further strengthen overall productivity.

- Additional product offerings for their customers such as full color, 100% personalized inkjet printing on the outside of the envelope will give them a competitive advantage.

"By freeing our operators to cross train and redeploy into other areas of our operation, not only does our new system create a leaner production floor workflow," explains Jill Peden, Business Development Manager, L & D Mail Masters, *"but it also strengthens our productivity as a whole, giving us the flexibility we need to maximize our resources as we continue to grow our business. And we can say with confidence that our clients are getting the benefit of the highest integrity, error-free mailing the market can provide."*

CASE STUDY

TECHNOLOGY USED

Mailstream Productivity™ Series
Inserting System
Direct Connect
DC Verify Filebase Processing

"The Mailstream Productivity™ Series Inserting System has increased our production capacity close to 250% without requiring on-site service, while servicing the equipment with trained in-house maintenance staff. By replacing 12 legacy systems with only 4 new systems while still increasing production, we can cross train our operators for redeployment into other areas of our operation."

**Jill Peden,
Business Development Manager,
L & D Mail Masters**

For more information call 877-536-2736 or visit us online: www.pb.com

Pitney Bowes