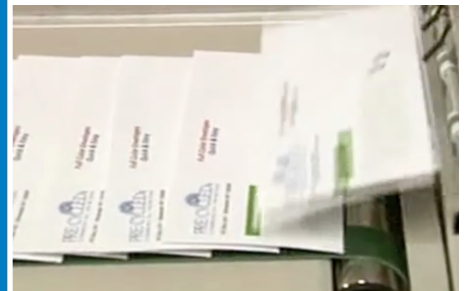# Pre-Cycled Commercial Printers

A cost-effective color laser printer from Pitney Bowes helped a commercial printer become a one-stop-shop for printing and mailing.

Pre-Cycled Commercial Printers can now print highly personalized envelopes, letters and inserts in-house, which led to new business, higher margins and greater control.

CASE STUDY

SUMMARY

For over twenty years, Pre-Cycled Commercial Printers in Brewster, NY has provided clients high-quality products and services, with an emphasis on timely delivery and competitive pricing. Always looking to evolve with the times, owner Dan Horkan wanted to increase his in-house production capabilities so he could take advantage of digital technologies and produce more personalized mailings. Increasingly, his clients needed to create more compelling communications and often required quick turnaround times.

Horkan first saw the Pitney Bowes DP40S Color Laser Printer at the Graph Expo conference and immediately saw the potential. Unlike other printers, the DP40S could handle forms, plain envelopes and window envelopes efficiently—at 1200 dpi resolution. "I had a file with me of sample envelopes that I wanted to print," Horkan recalls. "Pitney Bowes ran my job at the show, and the color was incredible. This printer was exactly what I was looking for and I knew right then and there I had found a winner."

In-house speed and performance

Color variable print—particularly with envelopes—had previously presented challenges. Most affordable laser printers had difficulty with envelope feeding. Outsourcing to third party printers who specialized in envelopes, the only other option, added considerable time.

"Since we've brought in the DP40S, we can print envelopes in house and turn them around very quickly," Horkan notes. "We had an order the other day that we previously would have sent out to an outsourced vendor. We were able to complete the order within a day, send it to the customer, and they were very happy. Plus, we're very happy because we could keep the additional margin and profits in house as well."

Advanced color and cost controls

Most clients are particularly sensitive when it comes to color quality, and the ability to reproduce the exact color of a company's logo or brand is critical to success. That's why the production team at Pre-Cycled Commercial Printers appreciates the built-in intelligence of the Pitney Bowes printer. "The IQueue™ Software provides

Challenge

Pre-Cycled Commercial Printers did not have an efficient way to print and personalize envelopes in house.

Solution

The DP40S Color Laser Printer provided the on-demand versatility to satisfy client demands—and grow new revenues.

total control over color," Horkan reports. "We can produce any blue, any red, and match up to virtually any printed sample the customer provides."

Another challenge with digital printing involves estimating, as production costs may depend on color and ink coverage. "In most runs, whether we are printing 500 or 5,000 pieces, this machine will tell us exactly what it will cost in advance. The software pins it down to the penny, which is an extremely helpful tool."

End-to-end flexibility and service

Serving a broad client base, including political, retail and business services, Horkan and his team will see a wide range of direct mail kits and formats. "We have not found an envelope that we can't run with the DP40S," Horkan smiles. "We've run anything from an A2 all the way to 10" x 13". They all run without jamming and we've had no trouble at all."

As a long-time Pitney Bowes mailing systems customer, Pre-Cycled also knew they could count on speedy, reliable service. "One of the deciding factors in going with Pitney Bowes is that we knew the service would be able to keep up with the demand," Horkan adds. "We've had a previous relationship with the Pitney Bowes service team around other equipment and the technician comes in a very timely manner and gets us back up to speed quickly, which is important to keep the machine running."

RESULT

Initially, Pre-Cycled Commercial Printers marketed their new capabilities in 4-color envelope printing to area businesses as well as other printers in their industry. In addition to core printing and mailing services, the growth in envelope printing soon led to an increase in database management work as envelope clients also need help maintaining, cleansing and preparing their address files. "So far we've had good success bringing in new customers—customers we would not have been able to get without the acquisition of this technology," Horkan notes. "Already, the DP40S is a great revenue generator for us, and we'll get a full return on our investment within the first year."

More importantly, Horkan and his team are excited about the potential. "The future of the print industry is driven in the digital market—that's what's growing and that's where a lot of the new revenue opportunities will be realized. The Pitney Bowes DP40S is going to help us expand into markets that we're currently not serving. Once businesses learn that full-color envelopes, one-to-one personalization and advanced addressing are affordable, printable and quick, they will embrace this idea. This technology is going to help our clients market their own businesses in new ways."

The Pitney Bowes Advantage

In a highly competitive market, Pre-Cycled Commercial Printers can now help their clients engage customers in a more personalized, compelling fashion, while maintaining greater control over the process and the profits.

⊞ Pitney Bowes

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Dan Horkan, President, Pre-Cycled Commercial Printers