

National Mailing puts the Maximailer on the clock!

Since the beginning of the year when National Mailing Systems acquired their first Maximailer, the biggest challenge they have faced is making sure they have a system in their showroom to demonstrate!

Curt Hildreth, VP, National Mailing Systems Document Handling division, explains how the sale of the Maximailer becomes a foregone conclusion once the customer sees the speed and quick application turnover in a live demo with their own stationery.

NMS represents folder inserters from both PFE and Hasler and has been very successful with both product lines for many years. In six months, NMS has placed six Maximailers and has just ordered the new Maximailer Plus for their showroom - how long it will stay there, remains to be seen!

Carrying both product lines, Curt is able to

perform a comparative demonstration - with a stopwatch. He will show the customer how the Maximailer will collate three sheets and a BRE into a carrier envelope at 4,400 cycles per hour. No other tabletop inserter can match that speed. The majority of Curt's customers consider turnaround time, rather than volume, to be the main priority.

The Washington DC market comprises many associations and policy research groups which feed the mid-size, specialty Print Mail shops. It is these prospects who are most impressed with the speed and compact size of the Maximailer.

Showing speed and durability makes the serious folder inserter prospect lean towards the Maximailer. "It is very beneficial for the customer to see the full range of table top inserters in one place," says the NMS Inserting Team of Greg Parris and Jeff Weirich at NMS.

PFE Orion Division to attend Print '05 in Chicago

PFE will be present at Print '05 in Chicago, IL. The Trade Show runs from September 9 to 15 and PFE will be exhibiting their Orion Division Roll Feed and Unwind systems for the print industry. The "In-line," narrow-web Print Verification System incorporates the PFE Orion Division's high performance, ergonomic and easy-to-use Roll Stands.

This presentation dramatizes how you can have total production control of a high-speed printing system with document verification. The solution guarantees accurate results including complete reporting of records completed, not completed, duplicated or lost for Total System-Wide Integrity.

The IntegraScan solution for continuous web/narrow web integrity verification will incorporate a PFE Orion unwinder, a Buskro Print base with four 2.5" Sapphire heads, an IntegraScan verification system and a PFE Orion rewinder. A 14" wide continuous web will be unwound and travel across a 5' Buskro mailing base. On the mailing base there will be four 2.5" Buskro Sapphire printheads which will be printing a four-across label application. Each label will contain some static information, a variable barcode, and a human-readable sequence number. IntegraScan will read and log all barcode numbers (four-across), all sequence numbers (four across) and verify sequencing on the first column of labels (sequence numbers). The system will not be required to stop in the event of a defect but should record all reads and record all errors in the integrity log. The system triggers an alert light whenever a defective piece is identified. Following IntegraScan verification, the web will go beneath a roller at the output of the mailing base and onto the PFE Orion Rewinder. The system has the capabilities of running at speeds up to 150 FPM.

Moving on up!

Sales for 2005 are solid testimony to the success of our new product introductions, and market place acceptance is showing no sign of slowing down.

As a result, PFE USA headquarters is relocating to Chastain Meadows, Kennesaw, GA in January, to a new 25,000 sq. ft. facility in the area. This will give us enhanced warehouse, showroom and office space to accommodate our expansion and business growth.

Continued growth and sales success is also resulting in the relocation of our direct sales office from Phoenix to Tempe, AZ.

And, to further penetrate the Los Angeles market, there will be a new 1,600 sq. ft. showroom in Pasadena, CA to support our console inserter sales activity in this key growth market.

Future Issues

Please email case studies and pictures to dan@pfeinc.com