

## NAI Mertz upgrades and continues with PFE for seventh year!

The commercial real estate company, NAI Mertz, Mt. Laurel, NJ has owned PFE equipment for over six years. A full service operation, NAI Mertz provides commercial, industrial, and retail brokerage, as well as property management, site selection, and investment analysis. With three offices, in Mt. Laurel, NJ, Philadelphia and Bucks County, PA, NAI Mertz is one of the largest commercial real estate firms in the greater Philadelphia area.

Originally purchasing a Minimailer 2 Plus, they process marketing mailers at volumes of approximately 2,000 per week. Karen Coyle, administration assistant for NAI Mertz in Mt Laurel, says "the machine is reliable, fast and easy to use."

One month ago, having first looked at the Hasler M3000, the company decided to stay with PFE equipment and purchased the Minimailer 4 Plus, MK III

folder inserter.

Leroy Hillegas, inserter specialist for ITS Mailing, Norristown, PA, believes there are many more commercial real estate companies who will purchase the equipment.

The applications are usually not complicated and the need for OMR or barcoding is seldom required. The usual application for NAI Mertz involves two legal-sized documents collated from different stations and inserted into a non-window, #10 envelope using a double-parallel fold. All addressing of their mail is performed by a Rena addressing system.

Karen's marketing is aimed at small businesses whose leases are close to completion, and the timing of these mailings is critical. "We have to have a system that we can rely on and that will get our mailings out on time," says Karen.

## **"We are finished with PB - from equipment to service to customer service."**

Five years ago, Michael Keevern, sales specialist from PFE Irvine, CA visited Assemblies of God after discovering they were a parent organization for Vanguard, already a PFE customer. Unfortunately for Michael, Assemblies of God had just renewed their lease with PB. Michael remained in contact, however, and in January of this year, installed a complete new mailroom for them, including a Maximailer.

Assemblies of God is a large Christian organization which administers to churches and their pastors all over the country. Other than the north Texas district, Irvine, CA is the largest sectional office in the country and supports 450 churches

and 1,300 ministers in the state of California.

One of mailroom manager Eric Mantai's main problems with the PB Spectrum was service. "After a call was made," he said, "it would be at least two days before a technician arrived, and sometimes as long as five days. Everything with the PB machine was so mechanical, it was impossible for me to try and fix the problem myself."

In addition to the monthly statements and receipts, Assemblies of God has seasonal mailings. The volumes are not massive, but timing is always critical. They send out flyers and registration forms to the Missionettes (similar to the Girl Scouts), the Royal Rangers and also to ministries for youth, men, and women. All of these host camps in the summer and the fall.

I asked Eric if life had become

easier since the installation of the Maximailer and how he found the service from PFE. His comments were extremely complimentary!

"It has been amazing!" he said. "The machine has been able to do everything we were told it could - and more. Especially with the changing of jobs. Now, it takes just the push of a button. Service has been outstanding. When I call, they get back to me back within thirty minutes and are fixing the problem within four hours, as promised. PFE has followed through with everything. It is a company with a caring, small-town, feel and we are delighted to open our doors to any other prospect in the future."

With their enthusiastic confidence with the PFE equipment, Assemblies of God is currently preparing to run some future applications using OMR.

### **Future Issues**

Please email case studies and pictures to [dan@pfeinc.com](mailto:dan@pfeinc.com)