

PFE's vertical market trade show participation - CUNA

The Credit Union National Association (CUNA) is the premier national trade association serving credit unions with 90% of America's credit unions CUNA affiliates. PFE will be exhibiting at the CUNA Future Forum trade show in San Francisco, CA, September 24 through 26 where we will be featuring the Maximailer series and the Minimailer 4 Plus.

Our ongoing strategy is to optimize greater product opportunities for all of our dealers in this key vertical market.

The objective is to support the efforts of the new HIPPA regulations governing customer privacy and the strategy of bringing third-party mail services, previously used by credit services and other financial institutions, back in-house. The Maximailer Series and the Minimailer 4 Plus are ideal products to help satisfy these requirements.

Contact your dealer manager if you would like to discuss these opportunities in your specific marketplace.

AMS Duluth fills the north Georgia market with high-volume PFE folder/inserter equipment

Bob Tyler, folder/inserter specialist for Alternative Mailing Systems, Duluth, GA has just installed his fourth Automailer 5 in the Chattanooga area of Tennessee and Georgia. Sales patterns and the development of existing business relationships are proving that these product placements result more from professional judgement rather than mere chance.

The most recent install is with Mohawk, a large carpet manufacturing company in Dalton, GA. They have purchased a four-station, intelligent Automailer 5 system and will be processing customer invoices at quantities up to 250,000 per month. The sale resulted from the long-standing

business relationship between AMS and Xerox, who is the facilities management team for Mohawk. Xerox will be imprinting "3 of 9" barcodes on Mohawk's customer invoices. Mohawk is not new to inserter systems and has owned a Pitney Bowes Series 8 production inserter for the last seven years. In all that time, Pitney Bowes could not get the OMR to correctly support Mohawk's application. Bob says that the Mohawk operating team was especially frustrated with the service from Pitney Bowes and says that it frequently took four days, and sometimes up to seven days, before a technician would arrive to fix a problem once a call for service was made.

AMS also has a long-standing business relationship with Ikon, who is the facilities management team for Atlantic American insurance company. Atlantic American also

became a PFE Automailer 5 customer. Their main application is legal-sized documents into a #10 envelope at volumes up to 125,000 per month. As with Mohawk, AMS replaced a Pitney Bowes inserter as well as upgrading from a PFE Automailer 3.

Other AMS Automailer 5 installs include North American Credit Services, which also upgraded from an Automailer 3.

Bob has sold eight Maximailers to date. Most of these customers were existing Automailer 2 customers, across a wide variety of industry types, including manufacturing, insurance and professional services.

Bob Tyler continues to be one of the top folder/inserters specialists in the country. He is adept at providing the best system solutions for his customers and we look forward to more Maximailer and Automailer 5 installs from his efforts.

Future Issues

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