

## Maximailers at Modular Mailing

Rick Thompson, inserter specialist at Modular Mailing Systems, Tampa, FL has had great success in targeting both Pitney Bowes and Neopost customers as well as upgrading existing PFE equipment. Much of his success is attributed to establishing good business relationships with the customer, service, and being able to offer the best products on the market.

Tech Data, a computer software and component company, has been a PFE Automailer 3 user for the past seven years. With the introduction of the Maximailer, Rick decided to show the new product to them since an upgrade was due. The customer had looked at both Bell + Howell and Neopost options, but decided in favor of the Maximailer (in May of this year) because of its robust design and ease of use.

Applications are simple, with few job changes, and Tech Data uses the Maximailer solely for processing their invoices. The configuration is a three-station

tower-folder with one additional feeder.

Paychex, in Clearwater, FL had two Neopost SI 78 inserters. They had problems with service and switched to Modular's Maximailer to handle their only application - processing paychecks for third parties. They've had their Maximailer for nine months now, and are extremely happy with Modular and the service they get.

Zipitz is another Maximailer customer for Rick. This is a rapidly expanding direct mail company, based in Tampa, which is looking to expand their operations to ten offices throughout the state. Currently they have two Maximailers (installed by Modular) and are completely satisfied. Before deciding to go with the PFE equipment, they had tested the PB DI 600 and the Hasler M4000 in their own offices. The customer's observations from the comparison test process concluded that the Maximailer was faster, more durable and more productive.

## PB loses another major account to Claritus

Tom Noddleman, inserter specialist for Claritus, Omaha, NE has just sold a four-station, intelligent, Automailer 5 system to Lincoln Electric System in Lincoln, NE.

They installed a Pitney Bowes Series 8 only eighteen months ago, but have had so much trouble with getting the equipment to work properly that they stopped using it altogether and are now fighting to pull themselves from the five-year lease. Lincoln Electric also stated that PB's service was poor.

Tom took representatives from Lincoln Electric to see a live demo at Pinnacle Bank. Shirley Rossito,

the equipment operator at Pinnacle, had no problem selling the dynamic features of the Automailer 5 to the prospective new customer. The winning features were the full automation and ease of application change-over. Lincoln Electric also looked at the Mailcrafter equipment but were dissuaded by the higher price and old, swing-arm technology.

The day following the demo at Pinnacle, Bill Noble, purchasing agent for Lincoln Electric, placed the order for the Automailer 5 with Claritus.

The primary application will be processing a one-page statement and utilizing the OMR to select either a return envelope or a piece of advertising material. Volumes

will be from 150,000 to 200,000 per month.

This is Tom's first major account in the Lincoln area of Nebraska, and he is already targeting other utility companies, including a local water company which is currently processing mail with a Bell + Howell inserter. A local gas company is also a hot prospect.

Tom says that there are many production inserter prospects who are concerned about bringing their mail operations in-house because of the perceived complexity of the equipment.

As long as he can boast about his satisfied customers and their state-of-the-art PFE equipment, Tom is confident there will be many more similar accounts following suit.

### Future Issues

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