

WM Financial continues with PFE

"Integrity and security is obviously of utmost importance when processing financial documents," says Ryan Mims, mailroom manager for WM Financial Services, Irvine CA.

Since the November, 2004 installation of the four-station, intelligent Automailer 5, Ryan has enjoyed the simplicity and efficiency of the system. "It is a well-designed machine," he adds. "What I love most is the fact that it runs entirely from Windows XP. It shows it is a machine for today."

Having previously owned the PFE Automailer 3, WM Financial was impressed with the after-sales service of PFE, Irvine and wanted to continue their business relationship. The transition to the Automailer 5 was considered a necessary move due to additional special projects undertaken by the

organization along with increased volumes.

The base volume for the primary application is approximately 22,000 per month. This is a financial consulting letter and an insert. Additionally, once a month, Ryan will mail out 5,000 welcome letters with two inserts to new customers.

Although happy with the Automailer 3, Ryan is exceptionally impressed with the performance and reliability of the Automailer 5. He states that now he can process over 1,000 mailings in 30 minutes and 15,000 in three hours. The high capacity trolleys and remote control are other features he mentioned which made his work so much easier. They purchased two additional trolleys and he brags that he sometimes controls the machine from the break-room!

PFE welcomes TMC/Compco

TMC was established in 1922, as a typewriter maintenance company. In 1998, TMC merged with an independent Francotyp Postalia dealer creating TMC/Compco. The merger took the company into another realm of advanced technology, applying its business model with the expertise in customer relations and quickly became the tri-state area leader for postal equipment.

TMC/Compco became known in the industry for its development, diversification and prestige, and the company attracted the most talented and reputable technicians, sales, postal consultants and service technicians in the area.

Join us in welcoming Jim Pucci and the entire team from TMC/Compco as the newest PFE Dealer. www.tmccompco.com

"Fuel up with PFE" A sales opportunity worth a second look!

Many of you have already experienced first hand, the benefits of the Maximailer SE in the low-to-mid volume folder/insert market.

Customers love it! When up against the competition, the Maximailer SE wins hands down. Its modular flexibility of feeders and folders, and six different configuration options, allows the customer a choice rather than a compromise. Customers always mention that it is the most robust machine they see in its class. It boasts a heavy-duty cycle of 80,000 inserts per month, compared to the average duty cycle of a competitor machine of

60,000 per month.

The "Fuel up with PFE" promotion is still running until December 15. Take advantage of this. Earn yourself free gas gift-cards and free Indocs software. Customer needs are changing. Postal legislation is changing. Integrity and security are now requirements, rather than desirables.

Why not sell something unique? Otherwise, you are walking into the jaws of the competition price war, trying to compete with the same machine under a different brand name.

We also compete on price. What used to be the only objection, is an objection no more!

Contact your dealer manager today. Supplies of the Maximailer SE are limited.

Finish the year on a high note with PFE!

Future Issues

Please email case studies and pictures to dan@pfeinc.com. Download printable versions of all bulletins from the dealer section of the PFE Inc website - call or email for the username and password.