

## Maximailer SE wins favor in the California print industry!

Unicorn Printing, San Rafael, CA, like many other printing organizations, is expanding business by adding mailing fulfillment to its services.

Frank Hoeven, owner of Associated Business Machines, Emeryville, CA, approached Mark Schmidt, owner of Unicorn Printing and proposed the Maximailer SE. Because Unicorn was an existing customer of Frank's, he knew that the company was currently processing the entire fulfillment side of the business with a folding machine but was inserting by hand. Frank also knew that one of Unicorn's regular customers had a monthly print and mail run of 20,000 pieces.

Mark is an astute purchaser, and first looked at the Hasler M6000 and the Formax inserters. He was sold on the Maximailer SE mainly because of its

dedicated insert feeder. This enabled him to place up to 400 inserts in the hopper at one time, versus approximately 40 with the competitive equipment. Although there is a production feeder called the "Maxi Feeder" available for the M6000, it is an expensive option.

Having spoken with Unicorn for a few months, Mark made his final decision with Dave Brooks, co-owner on December 12, 2005, and purchased the Maximailer SE, configuration six. This is a three-plate tower folder, with a twin feeder and accumulator.

Price was an issue in the purchasing decision, and the Maximailer SE proved to offer the best value for the money, as well as being the most flexible, user-friendly and robust.

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PFE will be exhibiting at the Xplor/Graphics of the Americas trade show at the Miami Beach Conference Center, February 3 - 5, 2006.



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