

# MCS Executive Summary



# Relevant Issues

- The industry has bottomed out and is recovering
- Sales are slowly going up, margins are still down
- For our customers to buy something now, it has to have a 18 month return
- Standing still is not an option



# National Mailing Trends

1. Mail is moving to the more efficient shops with lower cost
  - Production rates do matter for all jobs
  - Let the work go, or become more efficient
2. While margins are down, people are buying value
  - 100% mailings, matching, read and print, more digital color
3. Mail is moving toward specialist
  - postcard shops, high volume shops, read and print shops, digital color shops
4. The Japanese have redefined the rules for production digital presses



# MCS Eagle UV

1. Twice as fast - Cures at full speed on glossy
2. Half the ink cost
3. Solid 4.25" head – No stitching
4. Native 600dpi



# MCS Camera Systems

1. MCS Sells the most systems successfully
  - DataMail, Japs Olsen, Quad, DMH, Harte Hanks, IWCO, Taylor Corp, Unique, etc., the best buy from MCS
2. More value, same price
  - More features to make more money
3. More flexibility
  - move around, tip on systems, etc.
4. MCS is the only Company that makes Cameras and Inkjets



# MCS Digital Press Systems

1. The Japanese have changed the business model for Production Presses
  - Lower Capital Cost and production cost
  - Easier to use
  - Designed for and proven in mail shops
  - Thousands will be sold this year
2. MCS offers the entire proven solution
  - VDP Software
  - Web to Print Store Front
  - RIPs
  - Production Printers (Color and Black and White)
  - Post Processing Equipment including UV Coaters
3. MCS Services customers run over 400 million pages a month, we know production printing
  - We know the machines and configurations that work
  - We know the best in class work flow



# Conclusion

- Increase your production rates to decrease cost
  - Labor is the highest cost of mail
- Make the right technology investments that don't suck your cash flow up
  - Digital color doesn't have to cost \$20k a month anymore
- Create value in Mail for your customers
  - What adds value to your customer? It's not always price.

