

MCS CASE STUDY

- Marketing Related Direct-Mail & Fulfillment

MCS Array Upgrade Yields Significant Benefits & Profits for Graphic Communication Provider

Launched as Patented Printing in 1979, Dayton, Ohio-based Think Patented (TP) has grown and evolved into a full-service—everything under one roof—graphic communication provider—featuring offset, digital printing, mailing and fulfillment. Today, Think Patented meets the full range of communication needs for customers ranging in size from small clients to Fortune 500 companies in several industries—including, ad agencies, automotive, insurance, retailing and software. In 2006, Think Patented won thirteen Print Excellence Awards from the Printing Industries Association.



According to Tammy Caserta, Director of Mailing Services for Think Patented, “In April, we did an upgrade to our existing Videojet PrintMail WideArray™ equipment—originally developed, designed and manufactured by MCS, but marketed by Videojet—and upgraded it to an MCS Wide Array”.

The conversion primarily consisted of replacing the former controllers with MCS controllers. “We are extremely happy with the conversion and just love the new features, capabilities, and quality the upgraded machine produces,” comments Caserta. “The MCS technician that visited Think Patented was also able to adjust the settings of the upgraded system and even allowed us to achieve much higher quality.”

The same HP printheads, producing higher quality printing with greater throughput

The Videojet printheads that were originally manufactured by MCS, continue to be used along with the same ink cartridges, but the MCS Wide Array upgrade and the MCS technician visit yielded several important benefits for Think Patented:

- Access to service from the original manufacturer—MCS,
- 50% greater throughput—with the new speed option,
- Introduction of new inks for printing on aqueous print stocks.

Caserta says, “Print quality is a lot better now, and our print speeds have increased 50%. MCS has increased our throughput speeds to 10-15,000 / hour compared to 8-10,000 / hour, prior to the upgrade.” Caserta added, “We are now looking at MCS’ new dryer technology to be able to print even faster”.

Crisper, more vibrant printing — without increasing ink consumption

“We hadn’t been visited by a Printmail WideArray technician for quite a while – and the MCS service gave us quality significantly better than before,” says Caserta. Prior to the MCS upgrade, the printing looked like *inkjet*, but now the print has a more solid, filled-in, high quality look. The printing is crisper—not fuzzy—a true black, not grey looking like before. Think

KEY FACTS

• Client

Think Patented specializes in printing & marketing related direct-mail and fulfillment—producing and distributing materials nationally for ad agencies, automotive, insurance, retailing & software companies.

• Challenge

Increase production throughput, improve print quality and efficiently produce complex forms, tickets & mailers.

• Solution

A cost-effective upgrade from an older Videojet to an MCS Array System has allowed Think Patented to realize significant cost savings & gain competitive advantage.

• Results

An MCS upgrade of existing ink-jet equipment resulted in over 50% greater production, significantly higher quality print, expanded capabilities and enhanced customer satisfaction.

Patented's customers love the new print quality, "Although we tend to only hear about what is bad, we are now getting far fewer complaints," Caserta continues.

New Substrate Capabilities

"Prior to the MCS upgrade, Think Patented was not running inks for aqueous coatings. Now, in addition to increased ink handling capabilities, we are also able to handle multiple substrates much better than before the upgrade. This gives us a much wider selection of inks and printing materials than before.

Intelligent barcodes & PDF proofs — new benefits & greater savings

"The MCS software package is excellent and gives us a new capability—it allows us to do PDF proofs for customers, without having to make an actual print run," says Caserta. "Our old proofing method involved printing, scanning and faxing of proofs to customers, now we just PDF the proofs as we merge the data."

Caserta continues, "The MCS also runs our Intelligent Mail Barcodes without doing anything special—just select the barcode and it runs. We didn't have this feature before, and this is a huge time saver. We don't have shop floor data collection, so we don't have a way of quantifying our exact cost savings, but all of the MCS benefits are obviously contributing to our overall success."

Long runs & scratch off tickets

Typical jobs at Think Patented include multiple pieces in a single package: a brochure, variable data, self-mailers and match mailings. A large percentage of jobs are long runs, "Where the MCS excels," comments Caserta. "The MCS excels at quick preflight and setup of complicated long run jobs and easy management of any reprints that need to be generated.

"We do a lot of scratch off tickets—the MCS is excellent at this," says Caserta. "Previously, we would have to make several black plate changes for scratch off tickets. With the MCS, we just add a data file and inkjet directly onto the scratch offs. The MCS handles this in a single pass, in stride. Scratch cards require extremely small fonts—thanks to the MCS, these are very crisp and readable."

Special messaging — a real bonus!

"MCS color printing capabilities allow us to do a special color message on the outside of the envelope announcing that an offer deadline has been changed. This allows companies to use preprinted information without incurring additional costs of going back on press just because the offer date has been extended," adds Caserta.

ABOUT MCS

MCS provides industrial inkjet imaging solutions for the mailing and industrial markets. MCS' imaging software and hardware, provides the integration cornerstone for high-speed mailing and hybrid ink-jet printing, matching systems for inserters as well as invisible ink matching. MCS incorporates the latest HP technology inkjet print heads.