

WhatTheyThink?

Long Time Customer Keeps Coming Back to MCS

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MCS, Inc., a leader in industrial inkjet technology, camera systems and digital production solutions, is pleased to announce fmi direct's acquisition of two of the MCS Eagle UV-Curable Inkjet systems, as well as a production digital color press from MCS' digital product family.

After 25 years in the direct marketing business, President Lisa Formica of fmi direct knows that there is more than one way for their clients to get their message out: Offline. Online. Any and all lines in between. The company offers direct marketing, data management, digital print, mail and fulfillment to serve the marketing needs of their clients.

But direct mail still reigns king, and comprises a large portion of fmi's work. Enter MCS Eagle UV Inkjet.

"We installed our first Eagle system in 2010," explains Lisa Formica. "Clients wanted to print more personalization on envelopes and the Eagle's 4.25" print head was the ideal solution. Sometimes we have to rotate the envelope 90 degrees, and the Eagle system gave us the flexibility to do so without stitching," she asserts.

Formica continues: "Once installed, we found that the Eagle system used less ink. Also, our operators like the MCS Eagle. It's simple to set up, and they LOVE that there is no stitching with the 4.25" print head. We've had absolutely no issues with it."

Fmi purchased the second Eagle UV inkjet due to growth of their business and clients. "We need the UV capability for glossy stock. We used to produce the aqueous coating with a knock-out for the address block. With the Eagle UV, we can do a single pass, and the client no longer needs to pay for the extra plate charge. We do a lot of PCs and self-mailers on glossy stock, so MCS's UV capability and the ability to handle a lot of difficult substrates really helps. Also, the sales reps now have more capabilities to sell," says Formica.

Formica describes her choice of MCS as a vendor: "The thing I like most about MCS is that the founder and President David Loos, in particular, is constantly monitoring the industry to develop products and relationships that mailers can use to generate more business."

Formica uses the MCS digital press product line as an example. "The market was moving toward smaller, more data-driven direct mail, she says. "With our data capabilities, we can now swap out images based on demographics, use spot color, and all sorts of options. We needed a printer that could handle it. We had another digital color product in the past, and MCS came in and took over the maintenance, putting everything on the same program. We had experience with MCS, and they brought in their expertise and their service approach, which was outstanding. So it made sense to buy our next digital color press from MCS when we were ready."

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