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# News

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## Third MCS Eagle is a Charm for RTC Direct Mailing Inc.

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(8/18/2011)

GAITHERSBURG, MD -- MCS, Inc., a leading provider of technology for the production direct mail market, announced RTC Direct Mailing Inc. of Shoemakersville, PA has recently purchased its third Eagle Inkjet system with a 4.25" print head, currently the widest 600 DPI print head on the market.

RTC is a full service direct mailing provider, with a history of adding new equipment to their comprehensive facility when customer needs call for it. Scott Middlecamp, one of the partners at the company explains: "We had a large customer who wanted to shift from laser addressing to inkjet technology. MCS had the best equipment for the application, with the lowest cost of operation over other systems we had seen. The MCS Eagle was an obvious choice," he added.

"RTC purchased their first MCS Eagle inkjet in May of 2010, adding a second system in July of that year. They have purchased their third one this August, 2011. The Eagle obviously proved itself quickly to be an asset in RTC's equipment portfolio," notes Glenn Toole, VP Sales and Marketing for MCS. Toole goes on to observe, "Typically when switching from laser applications to inkjet, the customer does not want to compromise quality, but they want the speed of inkjet. The Eagle, with the 4.25" print head, met both requirements for RTC."

The MCS Eagle inkjet is a first-of-its-kind 4.25" inkjet printer for the industrial market. The high-speed, high resolution printer offers wide print widths, with a UV version that supports difficult substrates such as coated stocks and gift cards. The Eagle inkjet uses less ink than its competitors while delivering true native 600dpi quality. The unique 4.25" and 8.5" print heads support large print areas without stitch marks. Print heads can be combined, for a total width of up to 17 inches.

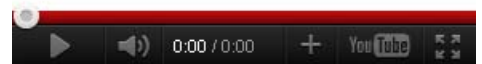
Middlecamp goes on to explain: "We decided to purchase the Eagle systems because of the operational advantages they offered. It's not only cost-efficient, it's easy to learn and to operate. The software is very user friendly. The learning curve is short, so we can train an operator in a single day," he asserts.

### About RTC Direct

Family owned and operated for more than 20 years, RTC Direct Mailing, Inc. of Shoemakersville, PA., offers a solid history of satisfied clients throughout the United States. With more than 75 employees, the company has developed a pool of qualified professionals with an unsurpassed work ethic and standard of excellence. RTC Direct is a full-service mail house with exceptional in-house capabilities. The Company is constantly adding new equipment to their comprehensive facility. ([www.rtcdirect.net](http://www.rtcdirect.net))

### About MCS

MCS is a leading provider of technology for the production mailing market. MCS' inkjet hardware and software as well as camera systems provides the integration cornerstone for high-speed mailing and hybrid inkjet printing, as well as matching systems for inserters. The new MCS Eagle inkjet platform combines the next generation modular 4.25", 600 DPI print head technology with MCS' proven job layout and print proofing software. MCS systems can be integrated on a wide range of existing transports and inserters. MCS' new production color digital presses offer print-quality and VDP workflow solutions designed for direct mailers.



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