

## **Specialty Print Communications (SPC) Acquires Eight MCS Eagle FlexPrint Inkjet Systems and Three MCS Read & Print Camera Systems from MCS, Inc.**

*A national, go-to, single-source solutions provider to direct marketers continues to invest in the future.*

Gaithersburg, MD – MCS, Inc. is pleased to announce today that SPC has installed eight additional MCS Eagle FlexPrint™ inkjet print systems and 3 MCS Perfect Match™ Read & Print Camera Systems. Expanding on SPC's aggressive expansion of technology related to targeted direct mailing begun in 2009, this inkjet equipment overhaul marks a million dollar investment in the future.

In 2009, SPC saw an opening in the market to provide complete direct marketing services and opened a lettershop to work with intelligent mailings. In 2009 SPC purchased a 68,000 sq. ft. facility and within 14 months SPC was out selling this facility and they haven't stopped since. Today, with a mailing facility over 140,000 sq. ft., SPC is the 2nd largest postal customer in Chicago and produces 80 million pieces of mail per month.

“At SPC we strive to think outside the box to better serve our customers. Each one has unique needs and we approach each individually” says Adam LeFebvre, President of SPC. “We pride ourselves on the ability to offer one-stop shopping – handling all of our customers’ needs in house and controlling all facets of the process” LeFebvre adds.

Early in 2016, SPC was looking for a unified production platform and the best direct mail personalization technology in the marketplace. SPC turned to MCS for its consistency, experience, training and support as well as next-generation ink technology.

Today, SPC continues to focus on innovation and productivity. “Our focus is on efficiency and to achieve this we have brought in key employees and key vendor partners like MCS. We've moved from working with upwards of 40 different equipment manufactures to focus on 5 key equipment partners. We feel this ensures our efficiency and growth moving forward” says LeFebvre. Currently SPC is 40% more efficient than even 1 year ago thanks to relationships with partners like MCS. For customers this means that SPC has gained throughput without losing their reliability in turn-around time and their flexibility to take on different and complex new projects.

With the installation of the Eagles and Perfect Match systems SPC is excited about the complex jobs and data work they can now offer their customers. “From a quality perspective we really appreciate MCS' years of experience and their ability to offer back up and immediate support via phone, dial-in and on-site assistance. I don't think we would get that from anyone else” says Teresa Frederick, Director of Lettershop Operations with SPC. “A recent project required immediate response from MCS and they were there to assist and we got our job out on time.” adds Frederick.

Looking forward, SPC is excited to continue growing alongside its customers and meeting their ever changing needs. SPC continues its growth planning to prepare for an additional 30% growth in the next few years on top of the 33% growth since its last expansion plan. “We will continue to push the limits of innovation and creativity” says LeFebvre.

### **About Specialty Print Communications**

SPC is an award-winning, single-source direct marketing resource offering proven, ROI-driven solutions for marketers in any industry. Headquartered in Niles, IL, SPC operates two facilities in Niles, IL, and one in Benton Harbor, MI, employing over 550 people.

### **About MCS**

MCS is a leading provider of technology for the production print and mail market. MCS' inkjet hardware, software and camera systems provide the integration cornerstone for high-speed hybrid inkjet printing. The new MCS Eagle FlexPrint inkjet platform combines the next generation modular 4.25", 600 DPI print head technology with MCS' proven job layout and print proofing software and PDF workflow. The next-generation nano-technology FlexPrint ink adheres to demanding stocks and provides quality print at the highest speeds. MCS systems can be integrated on a wide range of existing transports and environments. MCS' new production color digital presses offer print-quality and VDP workflow solutions designed for direct mailers.

More information:

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