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## MCS Scales the Summit

### Marketing Production Company Extends Capabilities with MCS

**GAITHERSBURG, MD** - Summit Direct Mail, a high volume direct mail production company located in Dallas, has scaled their business with the help of MCS equipment. Summit is now one of the largest marketing production facilities in the Southwest.

Always on the latest edge of the technology curve, Summit Direct offers complete data processing, print production and sophisticated marketing techniques to its clients. This debt-free, stable company serves some of the largest national insurance, non-profit, financial service, retail, publishing, and direct marketing companies in the nation. Summit's facility has the ability to produce up to 2 million direct marketing pieces per day.

John Barber, owner, comments on their growth: "Our company is fueled by innovation. The equipment choices we have made are all about innovation and being a leader in technology. For instance, we wanted to lend integrity to our matched mail closed face envelope mail pieces, with a two, three or four-way match. But we wanted to have an aesthetically pleasing piece - without the interruption of bar codes or sequence numbers printed on them. The MCS Perfect Match (TM) system, with the invisible bar codes and infrared camera, does 'stealth' matching and works in conjunction with our Flowmaster system," he explains.

The MCS Perfect Match System provides electronic double-detection, 100% mail verification, insert and envelope verification, and variable messaging on the outside of the envelope. These capabilities increase mail integrity and productivity, adding value to direct mail providers. "When we decided to add Variable Digital Printing with our HP 7500 Indigo, MCS was there again to assist us with our UV Coating needs in locating the best possible and most efficient UV Coater in the marketplace," Barber explains.

Another area where MCS adds value is in inkjet printing. "We were one of the first innovators to do things like Personalized URL'S and QR codes, and we're having tremendous success with them. The QR codes need a high quality imprint, and the MCS Eagle UV makes them readable with true 600 dpi on our continuous forms," notes Barber. "It also handles different substrates well, and the Eagle's continuous 4.25 inch print head is more flexible. It runs faster, has lower ink costs, and is easier to set up than other systems. We position ourselves as a high quality, low cost supplier, and the MCS equipment helps us maintain that position," he says.

"We've been an MCS client for 8 years, starting with their inkjet and camera systems. The reason we do business with MCS is that I've known the founder, Dave Loos, for twenty years. He does what he says he will do. He takes care of us. Dave Loos embodies the definition of a hero- it's not how they handle the day-to-day things, a true hero steps up to the plate when something goes wrong," stressed Barber.

"MCS has grown right along with us. They're bigger and badder these days, but in a good way," Barber jokes.

#### About Summit Direct

Summit Direct is one of the largest marketing production facilities in the Southwest with a growing production capacity of 50 million pieces per month, 600 million per year. The Company has a management team that possesses over 100 years of experience in the marketing industry. Their lettershop features the latest industry-driven productivity tools and equipment to ensure flexibility and expedient turnaround times. With their proprietary processes for data retrieval and best practices for integrated marketing, Summit clients are enjoying increases of 20-30% in their response rates. Contact: [info@summitdm.com](mailto:info@summitdm.com), or [john@summitdm.com](mailto:john@summitdm.com). Phone: **469-916-5170** or Toll-Free **877-247-0993**.

#### About MCS

MCS is a leading provider of technology for the production mailing market. MCS' inkjet hardware, software and camera systems provide 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.

**More information**

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