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**Tobe Direct Looks to MCS for Ultra-High-Speed Inserter
and Continuous High-Speed Printers**

Gaithersburg, MD – MCS, Inc. is pleased to announce that Tobe Direct, a Vision Integrated Graphics Group Company, recently installed its first Pitney Bowes MailStream Direct ultra-high-speed inserter provided by MCS at its Bolingbrook, IL, facility. Tobe Direct is one of the nation's leading direct marketing companies. From targeted direct mail programs using variable data printing, to email and multi-channel marketing, Tobe Direct delivers a personalized user experience that improves marketing response rates, increases customer satisfaction and ensures a higher marketing ROI.

Founded in 1988 by John Tobe, Tobe Direct first opened a printing facility in Woodridge, IL, in 2007 and has since expanded twice into a larger facility. MCS inkjet and camera system products were introduced early in Tobe's history which added personalization and tracking integrity to their lettershop operations. The recent addition of the Pitney Bowes MailStream Direct and the remanufactured IBM 4100 printers from MCS assist in handling the ever-increasing demand from Tobe's large retail clients.

The Pitney Bowes MailStream Direct is a re-engineered Pitney Bowes APS inserter, designed for high volume direct mail production. Cycling at 22,000 envelopes per hour, Tobe Direct routinely achieves net production rates of 15,000 envelopes/hour, even with read and print jobs.

In addition to the benefits of higher production rates and resulting reduced labor costs, Tobe Direct also made the decision to purchase the MailStream Direct for the following reasons:

- Quick setup – utilizing software-assisted changeover
- Electronic Double-Detection – Automated with no operator adjustments
- Reliable camera-controlled sort breaks
- Quality control diverting
- Read and print capabilities at full speed with the Eagle FlexPrint



Once installed, the MailStream Direct system has allowed Tobe Direct to run jobs at twice the speed of their other in-house high-speed inserters. “Even our difficult to run jobs are surpassing expectations,” said Tony Santonastaso, VP of Operations for Tobe Direct. “When our people schedule jobs for it – they estimate a throughput of double the high speed inserters.”

Naturally, the increased speed of the MailStream Direct system has required additional equipment to be added to accommodate for the demand. Tobe just installed a remanufactured twin 4100 600 DPI printer with print speeds of over 1,200 pages per minute. The 4100 was sold and maintained by MCS. Tobe Direct also acquired an MCS Eagle FlexPrint inkjet six months ago.

“Utilizing the MCS Eagle FlexPrint inkjet system, we can now address our self-mailers at twice the speed of our HP Systems,” said Santonastaso. “Our production team and customers are very satisfied with the efficiency and results of our recent purchases from MCS.”

About Tobe Direct

Tobe Direct, one of the nation’s leading direct marketing firms, was founded in 1988 by John Tobe. The company provides innovative one-to-one marketing techniques that break through the clutter, allowing businesses to connect with customers on a more direct, personal level. From turnkey direct mail programs using variable data print technology, to email and mobile marketing, Tobe Direct delivers a personalized, relevant user experience that helps clients retain customers, increase customer satisfaction and ensure a higher marketing ROI. Tobe Direct recently completed a transaction to merge its business with Vision Integrated Graphics Group. Vision is a leading provider of full-service marketing solutions located in Chicago, IL. The merger combined Tobe’s turn-key direct marketing solutions with Vision’s web-based technologies, high-end graphic manufacturing and fulfillment capabilities to produce powerful and cost-effective marketing solutions for their clients.

More information

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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. The breakthrough hybrid 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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