



# MCS NEWS

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## Drupa 2008 Changes Landscape For Direct Mail

By David J. Loos



David Loos  
President, MCS, Inc.

Just when you think you've equipped your facility with the latest technology and offer the best in value-adding services, along comes the Drupa 2008 trade show (Dusseldorf, Germany – June 2008) that opened the door to more game-changing capabilities that are on the way.

The most popular of these was at the HP booth, where MCS and Hewlett Packard – along with Pitney Bowes, had a first-of-a-kind color technology demonstration.

Using a high speed inserter capable of driving envelopes at 400 feet/minute (about 20,000 cycles per hour on the PB APS inserter), the prototype color printhead from Hewlett Packard breezed through the production of four-color images on the outside of #10 envelopes. While the concept is easy

to visualize, it took most bystanders a double-take to fully realize that the system started with completely blank, white envelopes (without even pre-printed logos) and then printed the HP logo and variable 4 color images with the new "HP Scalable Print Technology" printhead.



The "Scalability" is what enabled the The Color Inkjet Printer to be easily integrated with the high speed PB inserter – and draw much larger crowds than was expected. Here are some of the comments we heard directly from visitors:

- With a target cost per envelope at a fraction of a penny – it

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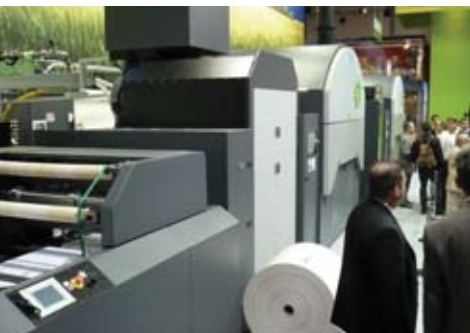


would now be possible to eliminate some companies' pre-printed logo envelopes.

- Using a high speed inserter (such as the Pitney Bowes APS) as the paper transport system would allow the incremental capital cost of color to be very affordable. No redundant systems.
- Printing 4-color at the end of an inserter allows a simple production workflow without the need for extra labor.
- Companies already involved with color digital printing loved the idea of being able to increase the openability of mailings that already contain high-value variable information

The core of this 4-color technology is the same "HP Scalable Printing Technology" that drives the extraordinary 30" wide HP Inkjet Web press that was also introduced at the trade show. This press is the largest of its kind and is able to print 2600 letter size 4/0 pages per minute!

Stay tuned for more news as these products move into the development cycle. We haven't got firm launch dates yet – but everyone we saw at Drupa is pushing for fast progress. To see the videos of the key products in the HP booth, you can visit the link at our website/video page: [www.mcspro.com/demos.htm](http://www.mcspro.com/demos.htm).



# Help! My New Cartridge Will Not Print!

By David Ham



David Ham  
Director of Sales,  
Think Ink, Inc.

There is nothing more frustrating than starting a print job and finding that your ink cartridge is not printing as well as it did when you pulled it out of the box a few days ago.

Thoughts and questions run through your mind like; is this the new cartridge I put in on Monday? Have I really used it that much? It has to last longer than this!

Do not throw that cartridge away and reach for a new one! There is still life in that little guy!

The folks at Think Ink, have a solution for you! You have to try their Sure-Fire Cartridge and Printhead Cleaning Instructions!

First, **NEVER SHAKE, SWING, or SQUEEZE** a cartridge.

Doing so, will trap air behind the nozzles and render the cartridge unserviceable.



#### Tools required

- Tech-wipes P/N: 2196
- Spray bottle of Deionized water P/N: 2175
- Foam pad (included with every tech-wipe order)

#### Instructions:

1. Insert foam pad into single tech-wipe. Fold edges of wipe over foam pad. Position padded wipe on tabletop with folds down. Note: the foam pad positioned behind the wipe ensures that the tech-wipes will stay moist throughout the process.
2. Saturate wipe with deionized water.
3. Gently press nozzle area of cartridge against tech-wipe. With one continuous motion, pull cartridge along the length

of the wipe surface. When performed correctly, the cartridge will release two parallel lines of ink. Note: Our recent research has shown that a long, continuous swipe of six inches or more is much more effective than multiple short swipes. The long motion allows the tech-wipe to "pull" out ink from stubborn nozzles before being exposed to the air.

4. Repeat the pulling a few times. Always use a clean area of tech-wipe. Replace the tech-wipe when full of ink.

This technique will recover most, if not all, of the 300+ nozzles. Cleaning the nozzle area will not remove ingested air.

In addition, cartridges that have been stored for long periods of time may require repetitive cleaning to clear clogged nozzles.

If you have any questions or need to order any of the supplies listed above, please contact Think Ink at 877-857-2459 or [service@thinkink.com](mailto:service@thinkink.com)



# Ben Schwartz From Africa: Phone Home!

By Ben Schwartz



**Ben Schwartz**  
Director of Product  
Development

Opportunity came calling (pun intended) once again in May when Document Security Solutions put together phone card production systems for two clients on the African continent.

Document Security Solutions is a company owned by Alastair Oakes, a 14-year veteran of the phone card business. It was Document Security Solutions that initiated my first trip to Africa, installing a phone card production line for his client in Ghana back in 2006. For this new project, Alastair's company put together similar inline systems for new customers in South Africa and Nigeria.



The Document Security Solutions' process is usually only found on flexographic presses with several inline converting stations. By providing a robust system – at a much lower cost than flexo – while still maintaining a total in-line process, Document Security Solutions is opening up local African countries to economical production of phone cards. According to Alastair, "There are about 1 billion cards produced per month. About 80% on them come from outside Africa and this is why I want to open a plant in every country. The MCS system has been developed so well that the operation is simple. The MCS Array could therefore fit well into any market and is ideal to link with our goals of expanding into Africa."



*Alastair Oakes, Owner  
Document Security Solutions*

In Alastair's new design, roll-fed material is fed into a transport system mounted with an MCS Array Inkjet system that prints 3 to 5 lanes of card material before it feeds into a laminating station, just prior to a foil-stamping machine, where a scratch-off film is also placed over the PIN/Barcode. The final station (still in-line) die-cuts the phone card out of the web and rewinds the waste matrix and leaves completed phone cards on a shingling system. From there the cards are fed to a cellophane packaging system that individually wraps each card, making it ready for retail sale.

From the pictures here, you can get a good feel of this unique process – but I had to save some space for some



pictures of my real adventure in South Africa. And I would be remiss if I didn't mention that the best part of South Africa is its people. The beautiful views of the plains pale only in comparison to the accommodating and friendly nature of its people. If you ever get the

opportunity, you should definitely go see this portion of the world.

Sure, these look like typical tourist shots – but they involve a long story about being caught trying to take lion cubs back on the plane to the



USA. I mean, Angelina gets to adopt whatever she finds in her travels, but I can't bring a souvenir back with me? It's just not fair! But never mind that, just know that right after this picture was taken, both of the wretched little fang-beasts turned on me and sunk their remarkably sharp teeth into my apparently delicious flesh. That wasn't the souvenir I was looking for. And, according to Dave Loos, none of it was to be covered under Worker's Comp. Sheesh....



# MCS Toner is a Success!

By Brian DeFazio



**Brian DeFazio**  
Vice President  
of Services,  
MCS Services

MCS Services introduced Océ compatible toner to the industry in October 2007. Wow, in less than a year, 90% of our customer base has successfully transitioned and are printing with the MCS toner. Not only are they printing with improved quality, they are saving money at the same time. See the reviews below summarizing the thoughts and conclusions of just a few of our MCS customers:

“As you know, as of April this year, it has been six months that we have been using MCS provided toner for our Océ 466 printers. I wanted to drop you a note to let you know that we are pleased with quality of print that your toner is providing. Although making the decision to switch maintenance providers from Océ to MCS was risky, we are pleased and satisfied that we made the right decision. We previously were

receiving Océ toner that was causing my operations countless problems on our printer related to clogging and poor print quality. Océ response was not slow and not acceptable and when future orders were received with the same problem I decided it was time for a change.

MCS Services was able to come to the plate with toner that was rated at a higher quality at a price that was very competitive to what we were doing with Océ. MCS Service continues to be proactive to be sure we are pleased with the print quality while they continue to maintain overall excellent service to our printer maximizing our run time and help meet our very aggressive SLA's.

When we began this business relationship, it was presented to us as a partnership. We have not been disappointed. It has been a pleasure working with MCS thus far and we are looking forward to continuing our work relationship together in the future.”

*Herb LaMonda*  
OPC Manager  
Farmers Insurance Group Inc.

“Just a note to let you know how well the MCS toner is running through our laser printers. Since converting our laser room to your toner and developer products 3 months ago, we have not noticed any change in our laser quality in comparison to Océ products. You have been absolutely correct in your statement that the transition to MCS toner and developer would be seamless and unnoticeable.

Logistics has also been outstanding. We have ordered developer and had it here the next day without any hesitation. Ordering toner and developer has now become very simple.

You are definitely manufacturing a quality product here. I would recommend to any other laser-printing site to make the switch immediately.

*continues on page 6*

## Upcoming Industry Events

### 2008

#### **GRAPH EXPO**

October 26-29, 2008  
McCormick Place  
Chicago, IL  
www.gasc.org  
MCS Booth #1886  
MCS Services Booth #1796  
Think Ink Inc. Booth #2095

### 2009

#### **MFSA Midwinter Executive Conference**

January 30 - February 2, 2009  
Westin Resort & Spa, Cancun  
Cancun, Mexico  
www.mfsanet.org

#### **PrintFest 2009**

March 26-28 2009  
Anaheim Convention Center  
Anaheim, CA  
www.printfest.com  
MCS Booth #529

#### **MailCom Atlantic City**

April 6-8, 2009  
Atlantic City Convention Center  
Atlantic City, NJ  
www.mailcom-conference.com  
MCS Booth # TBD

#### **National Postal Forum**

May 17-20, 2009  
DC Convention Center  
Washington, DC  
www.npf.org  
MCS Booth # TBD

#### **PRINT 09**

September 11-16 2009  
McCormick Place North  
Chicago, IL  
www.print09.com  
MCS Booth # 7951

MCS is attending all of these events. If you are interested in seeing any of our superior products in action or speaking with an MCS representative you can do so at these events.

If you have any questions about any of these events, please contact Jessica Clausen at [Jessica.clausen@mcspro.com](mailto:Jessica.clausen@mcspro.com) or 301-990-6500

# TPI Declares MCS Solutions a "Perfect Match" on Folders, Stitchers and Inserters

By Roger Spooner



Roger Spooner  
Midwest Regional  
Sales Manager

When Rodney Wells, Vice President of Operations for TPI, Inc. declares, "We're not an 'out-of-the-box' company," he's not just blowing smoke. The low-

based commercial printer and mailer claims to have experienced "significant" growth in recent years, based on its track record of serving the fast-growing VDP market niche. The \$20 million company backs up its Des Moines manufacturing operation with programming divisions strategically located in New Orleans, Las Vegas and Chicago – the better to serve a national customer base comprised of business, financial and gaming concerns. Wells credits TPI's "dedicated people, specialized data management capabilities and automated technology" with keeping TPI out in front of the competition, especially when it comes to mailing services. Among equipment suppliers, Wells singles out MCS, Inc. for the versatility of its equipment and flexible business model. According to Wells, MCS takes a creative approach to the business that mirrors TPI's own approach to its customers. "We're not afraid to request modifications or reconfigurations that will improve our ability to satisfy our customers," Wells says. "MCS has always been willing to listen and to collaborate with us to produce the best results for our customers."

As TPI's clients learn more and more about the potential of variable data, they want greater flexibility when it comes to personalization, Wells observes. "As they learn, we learn how to accommodate them," he says. "Our people have a good mind set. We take the attitude that nothing is



impossible, we just have to figure it out" – a process in which MCS takes an active role.

An MCS customer for the past five years, TPI recently purchased a total of three MCS Perfect Match systems, which it uses to enable MCS inkjet printing on a variety of bindery equipment commonly used by commercial printers. TPI installed Perfect Match Read/Write systems on a Osako Tener stitcher and a Buhrs BB700 inserter and a Read-Only system on a Stahl folder. In the read-and-print configuration,

the MCS Perfect Match system can match up to six documents, and print the address and other variable data on the outside envelope. Each of the systems carries two MCS Array print heads and eight HP ink cartridges. By linking these systems in-line with bindery equipment, commercial printers like TPI can combine two processes

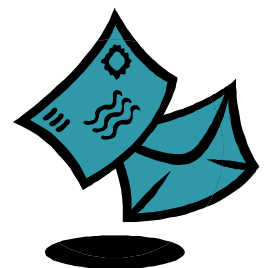
in one, saving production time and labor and boosting productivity. Depending on the job at hand, TPI's Read/Write system runs at speeds to 10,000 pieces per hour for inkjetting alone, 5,000 per hour in line with the stitcher, and between 5,000 and 7,000 pieces with the inserter. "We get an abundance of jobs that require fast turnaround and are now in a better position to meet the demand for timely delivery," Wells says, adding that TPI's throughput averages 5 million pieces per month.

*continues on page 6*

## Have an Address Change?

Want to add a colleague to our newsletter mailing list?

Send an email to [newsletter@mcspro.com](mailto:newsletter@mcspro.com) and we will take care of your request.



*MCS Toner is a Success*  
continued from page 4

Once again thank you for your excellent service and for being in my mind the industry leader in being able to forecast trends and customer needs in our industry."

*Javier Gibert*  
Mailing Services Manager  
Mail America Communications, Inc.

"I wanted to give you an update on the performance of the MCS 2.7 toner.

The standards we set during our testing are still holding true in our day-to-day usage.

Sourcelink Ohio is averaging over 20,000,000 feet per month using substrates that vary 18 lb to the maximum the Océ printers will run, these include pre-printed and white stock run simplex and duplex.

I want to thank MCS for bring this product into the market the cost savings are substantial and the product performs to a higher standard than OEM

I would recommend this to anyone who wants to save money and give the customer a quality print document."

*Mark Houseman*  
Product Development  
Sourcelink Ohio

# IMHO: The US is "Greener" Than Canada

By Glenn Toole



*Glenn Toole*  
VP, Sales &  
Marketing, MCS Inc

This past summer I went up to my hometown, Calgary, Canada to visit my family. If you haven't been to Canada, (or if it was so memorable you've already forgotten) you'll know it by the constant drone of Celine Dione, Sarah McLaughlin and NickelBack on the radio. And if you've missed the radio chatter, a quick stop into a health food store will reveal a dead-giveaway when the hemp-dressed cashier is selling donuts.

It's a nice country – full of friendly people who sound like Sarah Palin – but it is remarkably different from the U.S. in one important way. No mail delivery on Saturday!

I could recite scores of countries that also don't have Saturday mail, but I can't think of any that do – other than the United States.



It gets worse! An increasing portion of suburban Canada does not get mail delivered to their homes – but instead to a common bank of mailboxes, sometimes just one per neighborhood. And get this, If you want to send a letter, the mailman/woman won't pick it up from your mailbox. Instead you have to find a public mailbox to put it in. Aaarrgh!

Having lived through this for half my life, you can understand some of the psychological baggage I carry – along with the motivation that drove me to the US.

So what does this have to do with the "Green" headline? Bear with me.

When I first moved to the US, I was knocked over by the depth and breadth of mail-order offerings compared to Canada.

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*TPI Declares MCS Solutions a "Perfect Match" on Folders, Stitchers and Inserters*  
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Best of all, the MCS Perfect Match system is designed to be flexible. "The modularity of the MCS systems enables us to pull and plug from one machine to another when the occasion calls for it," Wells says. As a result, so-called "hard downs" are rare, and when software support is needed, remote support via Internet is readily available. "Due to the removal of maintenance issues," Wells reports, "we also have experienced an increase in

job volume, based on our enhanced capabilities." Wells estimates his cost of consumables at moderate to low, especially compared with the solvent-based system the company had before replacing it with the MCS equipment. Staffing needs are minimal, typically one operator for the inkjet machine and one for the stitcher, folder or inserter, and the total cost of operation is fairly low as an initial investment.



Americans could order everything through the mail – initiated with a telephone call or BRE/BRC. The telephone call has evolved to a mouse click, but the result is still the same. I can research and initiate a purchase without having to back my Zamboni out of the garage. (Canadian, eh).

Oh sure, the USPS/UPS/FedEx truck driving through the neighborhood does leave a carbon footprint, but not the size 13 associated with an individual making a full round trip to a retail store for just one item. The UPS truck will make 5 stops just in my neighborhood. Pretty efficient. In fact, the more we use this type of infrastructure, the lower carbon footprint we make.

You may agree that home delivery is worthwhile, but how does delivery of direct marketing material to someone's mailbox help the environment? Here's how:

- Most purchases involve a buyer recognizing a need and a seller offering to satisfy that need. Most often this involves research by the purchaser. When this research is done by perusing a catalog, self-mailer, postcard, letter, or the internet, then much less gasoline is burned up from visiting store after store.
- Any offer such as a coupon – that results in a trip to a store, is usually held onto and used when the purchaser was making a trip anyway. Or, the purchaser gathers many coupons together and uses more than one in a trip to the mall. Either way, it might reduce the chance of a purchaser using an automobile to wander around finding the right product.

So, I am preaching to the choir. You are a believer in Direct Mail. However, the "elephant in the room" is the amount of direct mail that reaches a recipient – and isn't read and moves directly into the trash. I love black-light Elvis posters, but I can't fit any more in my dining room – so I have to throw out the mailings.

From conversations with MCS and its customers – here are some tips:

- Make sure you are using the best list – with the best targeting characteristics for the market your customer is trying to reach.

- Of course, have address correction and change of address implemented.
- Use closed-face envelopes (If you think window envelopes are easy to recycle – just ask why your recycling company won't pay to pick up your waste windows – even though they pay for scrap closed-face envelopes)
- Use high-impact methods such as color inkjet messaging on envelopes – or personalized inkjet graphics and messaging on self-mailers and postcards.
- Use environmentally friendly inks (such as HP water-based products) instead of solvents and MEKs. (check out the MSDS sheets for the inks you are using!)
- Use automated – Perfect Match – camera systems to perform matches or read-and-print on inserters. The level of scrap drops – as the inserter will stop immediately when an error is found – and less mismatched pieces will be thrown away.
- Don't forget to market the initiatives you already have. Let your customers know what your recycling program is, what types of inks you use (offset, inkjet, etc), how you process lists etc. This education will help your customers communicate with their stakeholders and you may even win business over a non-green competitor.

It is important to realize that we won't eliminate our carbon footprint overnight – but employing initiatives like those above – can help drive year-over-year improvements that can make a difference. (This will help to keep us winning the "green" competition with our friendly neighbors to the north!)



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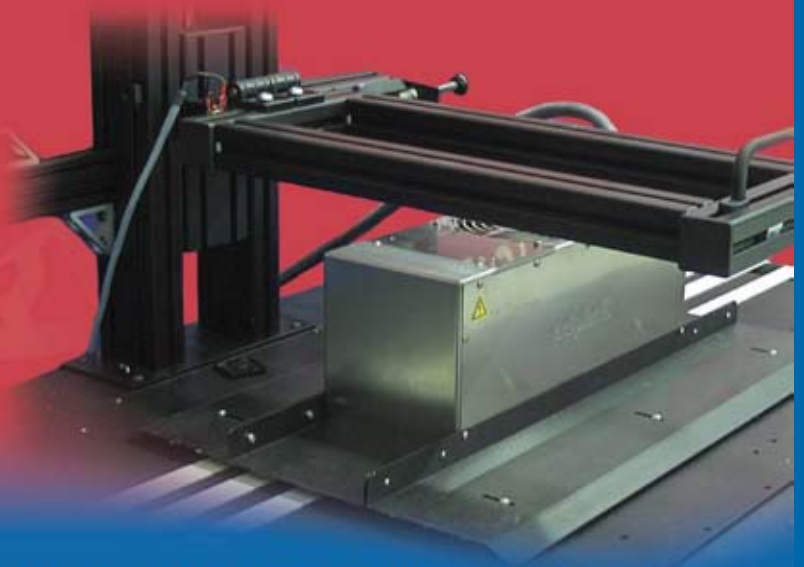
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