



**MCS**  
INCORPORATED

# Newsletter

www.mcspro.com

Winter 2013

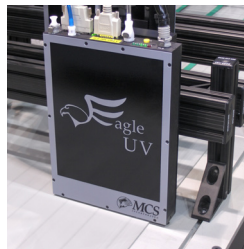
## MCS AT GRAPH EXPO 2012



**M**CS had an excellent showing at Graph Expo 2012 in Chicago. We were able to feature more new products than ever before. Here's a quick look at everything we were able to present.

We demonstrated a 4 head **MCS Eagle UV** printing a total of 17" on a 10"x25" sheet of 60 lb text coated paper. We also showed the new **MCS 1030**. The MCS 1030 is a wide format base which can handle 30x20" forms. This form of hybrid printing is ideal for larger sheets that do not fit in a traditional digital press.

The **MCS Eagle UV Addressing System** was on display printing over 22,000 postcards per hour. The Eagle UV has been proven a success by many of our customers during this political season. Many shops are reporting over 30,000 pieces per hour.



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## DO YOU HAVE DIGITAL WORKFLOW PROBLEMS?

*By Dwight Polglaze*

I have been in the printing and mailing industry for over twenty years, and I am always amazed when I visit mail shops and find some of the same problems with digital printing workflow that occurred twenty years ago. Many shops have accepted these pain points, but the true cost is in the bottom line.

### **Top 4 workflow problems you should NOT have in production printing!**

1. Printer is clutching, or not printing at rated speed
2. Large, unmanageable file sizes
3. Long, torturous spooling rates
4. Awkward workflow for job control and restarts

### **Printer is clutching, or not printing at rated speed**

In today's competitive market, and with current technology, not getting the rated speed and production out of a digital press is unacceptable. With the correct configuration and VDP software, there is almost never a reason for a production printer not to perform correctly at full rated speed.

### **Black and White Production Printing**

Production cut sheet printers have traditionally used an external raster image processor, or RIP. These were necessary for black and white and color presses because the processing power of a dedicated ...

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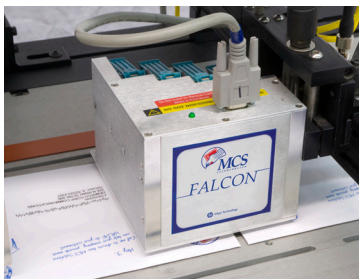
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## MCS AT GRAPH EXPO 2012 CONT'D...

Read & Print and Matching are still the most profitable inserting services a mail shop can offer. The new **Perfect Match 8.0** leads the industry with new features including multiple print support and enhanced barcode decoding.

Connected to the Perfect Match was the new **MCS Raptor Software**.

The MCS Raptor was driving both the new **MCS Eagle AMS** inkjet and the new **MCS Falcon Imager**. The Eagle AMS has a completely automated maintenance system including capping, wiping, purging and even flashing. All of these procedures are usually done manually but with the AMS option, it's automatic! The new **MCS Raptor** software, with its ability to drive multiple print heads at the same time, was a big draw for customers at Graph Expo. We were able to demonstrate the MCS Eagle printing the address and graphics in black while the **MCS Falcon** printed messages in blue.



MCS was able to show the new **MCS KM 1250** black & white digital press. We demonstrated printing on 5x5" 100lb coated cards at 125 sheets per minute. With the flexibility of the MCS KM 1250, mailers are able to overcome challenges with odd size paper stock. The KM 1250 also has the ability to print envelopes!



Spending a lot of time reviewing the economics of producing processed color direct mail pieces as well as studying the industry best practices with digital work flow, we are able to maximize the **MCS KM 8000** color digital press. This year we premiered the all new **Tech UV Inline UV Coating System** on the MCS KM 8000. This system is designed to work both inline and with a pile feeder offline for complete flexibility.



Finally, the **Screen True Press Jet 520** was demonstrated at the MCS booth. Inkjet printing on a color inkjet web was a big topic at Graph Expo 2012 and MCS had the most successful box in the industry. The True Press 520 prints 520 process color pages per minute. It has a small footprint and a quick make-ready time. With 400 units installed, it is the most successful process color inkjet web press produced.

That was just a brief recap of what MCS did at Graph Expo 2012. If you would like more information about any of these or other industry leading technologies, call your MCS salesperson today!



## MCS WELCOMES SHANE O'NEILL EUROPEAN SALES MANAGER



We are pleased to announce that Shane O'Neill has joined MCS, Inc. as our International Business Development Manager. Shane has over 16 years of experience in the inkjet printing market. This includes 14 years with Hewlett Packard's Imaging and Printing Group, in various R&D and engineering positions. He spent 8 years in their SPS division supporting their European OEM partners. Most recently Shane spent 2 years with Olivetti S.p.A. in their inkjet division.

Shane is originally from Ireland where he grew up in county Kildare. He obtained a Mechanical Engineering degree from University of Limerick and a post graduate degree from University College Cork in Manufacturing Engineering & Automation.

After spending several years working abroad in the US, Italy and Spain, Shane has settled down in Barcelona. He lives there with his wife and two young sons.

Please help us in welcoming Shane to the MCS family. I'm sure you will enjoy meeting and working with him. And a heads up...you may detect a slight accent when first meet Shane!

Shane O'Neill can be reached at [shane.oneill@mcspro.com](mailto:shane.oneill@mcspro.com).

## Spend Less On Ink!

**FlexPrint EB: Prints 50% more addresses than Versatile Black**  
**FlexPrint EB: Darker, less wiping and fewer cartridge replacements**

- One FlexPrint EB cartridge prints 44,000 six line addresses @ 200DPI (\$0.75 per thousand)  
(FlexPrint EB is a unique ink formula in the same genuine HP cartridge.)
- vs.
- One Versatile cartridge prints 29,000 six line addresses @ 300DPI (\$0.93 per thousand)



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# DO YOU HAVE DIGITAL WORKFLOW PROBLEMS?

## CONT'D...

server was necessary to RIP even the simplest print job. Today, with the cost of high level computer chips coming down, most built in black and white RIPs can interpret large print files without clutching. If the black and white press is clutching, it is usually the configuration of the RIP, or the age of the RIP.

### Color Production Printing

The vast majority of mid-range color digital presses use the EFI Fiery or Creo RIP. Due to the advancements in processor speed, if the VDP output is prepared correctly, the press should print at rated speed. Remember, process color printers are RIPing four times more data than a comparable black and white press.

### Huge unmanageable print file sizes

A sign that your VDP software is not using the correct output option, or might not be the best suited for the work, is the size of the print files. Long ago when we were processing jobs with 9 track tape players, and using AFP and Metacode as print languages, the process of downloading common page data once, and just sending the variable data was developed. This process saves processing power, and reduces the file size dramatically. Many of our customers remember using overlays in HP PCL language just to get desktop printers to print 24 pages per minute.

### There are four main printer languages that production printers use today:

1. PPML (Personalized Print Markup Language)  
– Color only
2. VPS (Variable Print Specification) – Color Only
3. PDF (Portable Document Format) – Color and B&W

#### 4. Postscript – Color and B&W

Both PPML and VPS were developed for process color variable printing due to RIP times you could measure in days. They are designed to extract recurring (sp) data and images, save these to memory and recall them each time they are needed.

PostScript and PDF by default are designed to send every dot of information for every page. They send the fonts, the data and the page definition information for every page. What many people don't know is that the professional variable printing industry has developed **optimized** versions of these print languages; they act similar to PPML and VPS. Any VDP software that a shop uses should be able to output an **optimized** print file which reduces the file size and RIP time.

### Long torturous spooling times

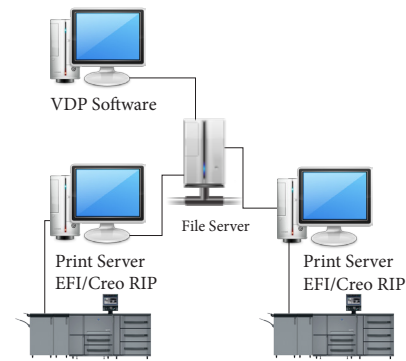
If a file takes forever to spool (5 minutes or more for 1000 records), chances are the file is not optimized for VDP. Another common problem is as simple as understanding where the file is being spooled to. The fastest method of spooling is to the PC where the VDP software is loaded. Often a poor network design or configuration can cause major delays in spool time. A Gigabit Ethernet properly configured is a must for all VDP shops including the PC's network cards. To see if you are having networking spooling issues, compare the time to spool directly to a local hard drive vs. spooling to your server.

*\*NIC = network interface card*

## Awkward workflow for job control and restarts

Production printing for process color jobs is pretty much universal. The VDP department outputs a print file and places it where the operators can then select it and submit (sp) it to the printer through the RIP. The RIP has the ability to add job parameter options such as imposition, simplex or duplex, etc.

At this point, operations can print at will, restart the job, or even reprint the job without having to re-spool the job.



## Black and white production printing has a couple of options

### *Configuration A*

Many people connect directly to the printer controller through a network connection. The problem with this configuration is that it gives the operator no control of the job for re-starts and page definitions. If the job has to be restarted it has to be re-spoiled from the VDP program.

### *Configuration B*

Shops that spool Postscript files often need a high level print server (RIP) at each press. The print server emulates the legacy applications. It often stores specific job details like page definition, tray calls and other information some optimized Postscript files don't include. Since Postscript files can't be submitted again without a transformation; it acts like a traffic cop submitting (sp) the file to the press and restarting jobs.

### *Configuration C*

This option only works with a spooled PDF workflow. The VDP PDF file is spooled and placed on the network. A dedicated PDF print server is placed at the production printer. When a job is ready the operator opens up the PDF file, clicks on print, chooses the Windows print driver and starts printing. The difference compared to the VDP printing directly is:

1. The file is spooled and cannot be changed by operations

2. Re-starts are controlled at the printer, not by the VDP program re-spooling
3. The PDF view is used as a search engine to look up specific records for re-starts and quality control

The disadvantage of a PDF workflow is PDF files can't include variable tray calls.

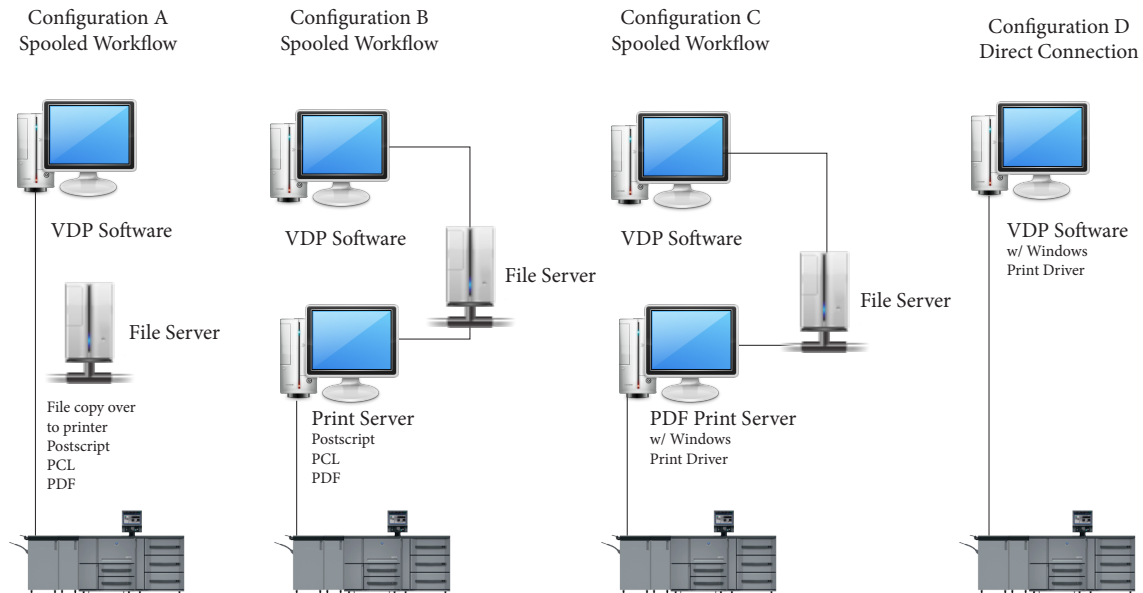
### *Configuration D*

With newer network production printers some people go from the VDP program directly to the printer through the network using the Windows print driver. This configuration needs multiple versions of the software to support multiple printers, and the operations people must have access to the VDP software. This sounds simple, but shops find that it's safer not to let operations have access to the VDP software.

The cost of the latest production printing technology really leaves little reason to accept these four painful workflow issues. Feel free to email me if you have any questions related to the article.

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# B&W PRODUCTION PRINTING



## MCS ANNOUNCES NEW WEB SITE

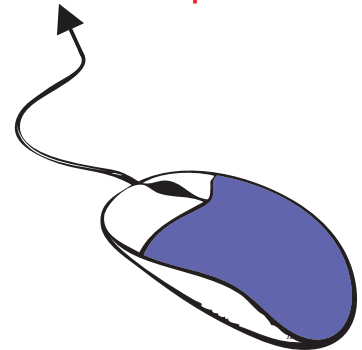
MCS is pleased to announce the release of our new website, designed with a fresh new look and user-friendly navigation. It is updated with the latest information about our products & services, upcoming events, news and more.

The updated product pages contain information about existing and new products. It is where you can find information about our entire line -- Eagle and Falcon Inkjets; KM 1250, 6000 and 8000 Digital Presses; Camera Systems and Finishing Equipment. You will be able to review the technical specifications for products, watch the related videos and read the most up to date news.

One of our main goals was to build a user-friendly and simple to navigate site. The new design allows the users to quickly find the contents they are looking for.

We hope that you will enjoy browsing our new site, finding more options and information each time, and that it will be yet another tool for strengthening our business relations.

[www.mcspro.com](http://www.mcspro.com)



## MCS OPEN HOUSE AT SURE-FEED

This year during the AMSP mid-winter conference MCS will be hosting a two week long open house at the Sure-Feed facility in Clearwater, Florida. The open house will run from February 4-15, 2013. It will be a great opportunity to see demonstrations of the latest equipment. We will be able to run samples for you and your customers' review. Call your sales rep to set up an appointment. Be sure to stay tuned...more exciting details to come.

### 2013 UPCOMING EVENTS

AMSP (Formally known as MFSA)  
Mid-Winter Conference  
February 5-8, 2013  
St. Pete Beach, FL

MCS Open House at Sure Feed  
Taking place during AMSP Mid-Winter Conference  
February 4-15, 2013  
St. Pete Beach, FL

Postal Forum  
March 17-20, 2013  
San Francisco, CA

AMSP Southwest  
April 5-7, 2013  
Houston, TX

INFOFLEX  
April 29-30, 2013  
San Diego, CA

Print 13  
September 8-12, 2013  
Chicago, IL

Label Expo Europe  
September 24-27, 2013  
Brussels, Belgium

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### **Industrial Inkjet Systems**

- MCS 4.25" Eagle Inkjet



### **Industrial Camera Systems**

- MCS Perfect Match
- Output Camera Systems



### **Digital Presses**

- MCS KM8000 Color
- MCS KM1250 B&W



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## **The Intelligent Mail Barcode is Mandatory as of January 28, 2013**

Postponed for just over six years, the USPS barcode for automation mail is going to be the only barcode available to get automation discounts after January 28, 2013.

All of MCS manufactured products have been supporting the IMB with a native barcode since September of 2006. We offer an upgrade path for older MCS Array inkjet printers.

Remember, the correct way to use the IMB is not a Windows font. As a professional mailer, you need the absolute control of a built in native font to deal with dot gain.

### **Inkjets Systems**

Speed, quality, print width & ink cost make the Eagle the most advanced inkjet in the mailing & printing industries.

### **Camera Systems**

A robust suite of features ensures that duplicates & mistakes are detected while quality control is maintained.

### **Digital Presses**

Designed for high volume & a variety of paper stocks. Low price & high duty cycle.

### **Finishing & Inserting**

Proven solutions for today's competitive direct mail industry.