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**Graphic Partners Acquires Second Pitney Bowes® FlowMaster® From MCS**  
*Integration with MCS Perfect Match and Falcon Systems is a Triple Win*

GAITHERSBURG, MD – MCS, Inc. is pleased to announce that Graphic Partners of Zion, Illinois has acquired a second Pitney Bowes® FlowMaster® system from MCS to support their mailing campaign business.

Graphic Partners has robust digital printing capabilities, and also offers integrated marketing solutions, mailing and fulfillment, along with offset printing.

“We started our relationship with MCS about 5 years ago with the purchase of the MCS Array standalone inkjet system,” said Kirk Larsen, partner at Graphic Partners. “The following year we purchased another system to keep up with demand. And then a couple years later, we purchased a Flowmaster with the MCS Perfect Match camera system, including the line scan output camera” Larsen explains. We upgraded to Falcons which was very easy with the common platform that our operators and IT professionals know.

Today, Graphic Partners’ configuration includes MCS Falcon printers inline with Flowmaster inserters and the MCS Perfect Match Camera System.

The output camera system gives Graphic Partners the unique capability to fully automate their mailing campaigns. The camera verifies the full mailing list has been produced, along with each recipient, before the pieces enter the mail stream. Graphic Partners’ customers can be highly confident they’re reaching targeted prospects and maximizing the return on their marketing investment. “What sold us on MCS is the robust proofing, which happens within the software, and eliminates the time-intensive step of manual customer proofing,” notes Larsen.

Built and designed for mail shops, the Pitney Bowes® FlowMaster® is ideal for large and small shops, with flexible feeder options and high cycling speeds. All new Pitney Bowes® FlowMasters ® can handle up to 10”x13” envelopes. Graphic Partners is running approximately

1 million pieces per month, including postcards of all sizes, #10 envelopes, and several other sizes of envelopes. "It has really streamlined our letter shop," notes Kirk.

One of the reasons Graphic Partners chose MCS is the strong relationships they build with their customers. "I know I can call Dave Loos from MCS directly, and he will respond quickly to my needs. MCS also did a phenomenal job on the install of our second Flowmaster," recalls Larsen.

Larsen summarizes his experience as a positive one - "The integrity of the proofing system is robust, with the Flowmaster being the strongest feature of the MCS family of products. Perfect Match and Falcon are very tightly integrated to insure the mail package integrity our clients expect."

### **About Graphic Partners**

In business since 1996, Graphic Partners uses innovative solutions along with the latest technology to provide clients with cost and time-saving solutions. Whether the client is creating direct mail, brochures, sell sheets or point-of-purchase displays, the company provides solutions which include: Integration of direct mail with RURL's (Response URL's); Web enabled Print-on-Demand; Digital and Conventional Printing; Intelligent match mailing, and Fulfillment.

More information

For more information, contact Mr. Kirk Larsen, Partner, Graphic Partners Inc.

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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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