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**GLS LLC Acquires MCS Perfect Match**

*Six-Camera System Gets High Votes of Confidence*

GAITHERSBURG, MD – MCS, Inc. is pleased to announce that GLS of Minnesota has acquired an MCS Perfect Match System with 6 cameras to support their growth in digital variable work.

GLS Companies is an organization that has evolved to meet the needs of contemporary marketers with a full range of integrated services. They know that today’s marketplace calls for marketing communications campaigns which often integrate print, digital media and promotions. “The production of these multi-media campaigns must be carefully coordinated to ensure consistency between components, and work that is error-free” explains Steve Kirk, VP of Operations for GLS.

That is a tall order for any printer, but with the help of MCS and their Perfect Match Camera Verification system, GLS can now achieve error-free matching of multiple personalized components in a single mail piece.

“At first, we started with 2 cameras on the Perfect Match to verify the personalized insert in a Direct Mail campaign, showing the recipient’s address. We would print the Slim Jim size signatures, and drop in an order form with a 2D barcode embedded in the individual name and address. The Heidelberg stitchers finished them, and the Perfect Match cameras verified that the personalization on the insert matched the address on the outside,” says Kirk.

Kirk goes on to explain: “It worked really well, so we took the line to a higher level of verification to eliminate any potential production mistakes before they could occur. We added four more cameras to conduct pocket verification, so we know right away if a wrong signature gets placed in a feeder.”

With the explosive growth they’ve seen in digital variable pieces, GLS is beginning to offer saddle stich variable. With inserted components that are finite and tied specifically to the individual consumer buyer, they need to be able to make a 100% error free claim. For instance, one job calls for individually identifiable redeemable cards embedded inside the piece. The Perfect Match system is reading the cards as they are being applied on the inside. Then they are closed, glued and addressed. Any mismatch would make the card non-redeemable, making accuracy imperative.

The MCS Perfect Match System is the industry standard for high-productivity matching and read-and-print capabilities. All of the equipment and software are designed exclusively by MCS. Cameras and tracking controller, as well as the software and printers, integrate seamlessly to enable the user to offer high-integrity and ease-of-use.

The production floor staff found that this has been the easiest, quickest system to learn, over any technology they have ever interacted with. Kirk notes, “They were truly shocked at what it could do for the entire line. We run 2.0 – 2.5million pieces per month through this line. Jobs run more smoothly upstream and downstream, and the result is increased productivity. The whole process in itself has allowed us to eliminate stoppages,” he says.

GLS has been a long-term user of MCS equipment, and they chose MCS Perfect Match system for its flexibility, the quick responsiveness of MCS people, and its competitive price point.

“The Perfect Match system gives our clients 100% belief that we will achieve an error free product,” asserts Kirk. “In fact, we have worked with agencies who have had failures in the past, and with us, they are now earning back their client’s confidence. It definitely helps ME sleep better at night,” Claims Kirk. Well said!

**About GLS**

GLS’ full range of integrated marketing services includes traditional and digital printing, creative services, variable data management and a full range of in-house mailing services. The company offers highly sophisticated online web and emailing capabilities, branded promotional products and complete warehousing, inventory control and distribution services. GLS provides single source management of multi-component projects assures coordinated production and delivery, reducing demands on client’s time, while providing the cost containment and accountability that come with integrated production.

**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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