

MCS Eagle from profi-tec expands the capacity of Fulfillment Mail+Marketing

Inkjet power for addressing

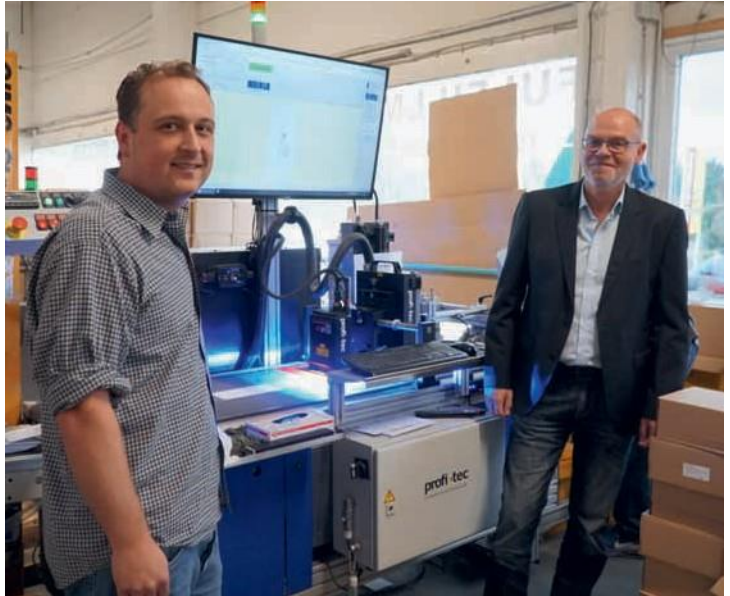
Actually, Patrick Richter dreamed of a career as a captain on board large passenger aircraft. Instead, today he sits in the cockpit of a successful company: When his father Manfred fell seriously ill at the age of 52 and died shortly afterwards, he left his only 22-year-old son a small but promising company with nine employees, which he founded in 1989. The son threw his plans overboard and took over the helm of his father's company. That was in the year 2001.

Service in demand

Today the Fulfillment Mail +

Marketing GmbH in Elmshorn is a sought-after service provider for all aspects of dialog marketing and mailings. The spectrum includes selfmailers, enveloping, publications, catalogs, postcards, direct mail and press mail as well as digital services, including address qualification, address enrichment, postage optimization for domestic and international business, complex database links, individual programming, online print stores and landing pages.

The machine park includes two W+D inserters, a film line, three folding machines, two pick & place lines for dispensing and no fewer than



Patrick Richter (l.) and Martin Müller (r.) in front of the MCS Eagle.

More than 20,000 envelopes per hour are currently being printed here.

and write ten SRA3+- toner digital printing machines from Konica Minolta. Almost all of the machines are less than five years old. After a Corona-related sagging, business is currently booming, so the current 53 employees are busy in two shifts. "We are recovering quickly," says Patrick Richter optimistically about the future.

The right investment

He is well equipped to meet the rising demand thanks to a forward-looking investment in December 2019: "At that time we acquired two new customers.

are won with a high volume of inkjet addressing. With our existing four inkjet systems we could not manage this". Richter was faced with the choice of either running a third shift with more staff or optimizing the process himself. "You have to spend money to be able to serve," he is convinced, and so he decided to expand his capacities.

That in turn was Martin Müller's hour. The sales manager of profi-tec GmbH in Rheine had been trying for some time to convince Patrick Richter of the advantages of the MCS Eagle UV inkjet printers.

which profi-tec distributes throughout Europe as MCS general agency. These are state-of-the-art addressing systems with high printing speeds of, for example, 114 m/min at 300 dpi or 76 m/min at maximum 600 dpi. In addition, a wide range of different materials can be printed, including plastics and other smooth or non-absorbent surfaces.

Supply hit demand on the head - and so Patrick Richter set up his first MCS Eagle 30 in December 2019. The system included the 108 mm print head, the two-meter-long vacuum printing table with separately adjustable, electrical height adjustment in the infeed and outfeed area and solid hold-down devices, the controller with 43" operator monitor, the intuitive lay-out software Raptor 10 and di-

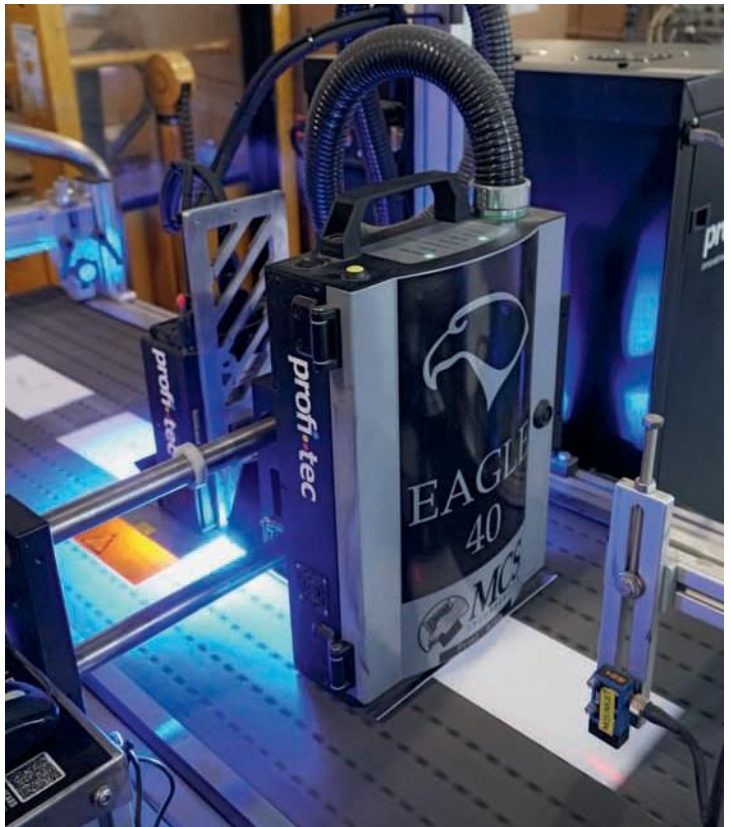
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Up to 50 % more throughput

Since the day of commissioning, the system has now been running in two shifts and at the end of August 2020, it reached the 10 million print mark with virtually no problems. The press processes some jobs from postal customers at speeds of up to 40,000 copies per hour.

"This is real, industrial-quality mechanical engineering," nods Richter with satisfaction.

"60 to 70 percent of our sales are made in runs of up to 100,000 copies. With the



Extremely fast, precise and reliable: MCS Eagle has taken addressing in Fulfillment Mail+Marketing to a new level.

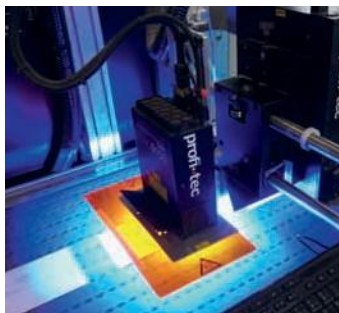
MCS system, we achieve up to 50 percent more throughput with better quality at the same time. Our customers are becoming more demanding, not

last but not least with regard to the machine-readability of the prints". At the same time, Richter is able to produce more cost-effectively and, at short notice, lower prices:

"Many of our customers have been loyal to us for years. Letting them benefit from our productivity advances is part of fair dealing for me.

Fair dealing

Richter expects the same from his suppliers. And here, too, profi-tec was able to score with the stable and high-quality MCS system: No obligation to lease, no compulsory



Thanks to the LED UV drying, the MCS Eagle can print even difficult materials.

service contract, but reliability and very fast support - even in minutes via remote maintenance. So it's not surprising that Patrick Richter is already fond of a second MCS Eagle: "We'll see how the year ends. But if things continue like this, Mr. Müller can expect a call soon".

By the way, Patrick Richter regularly goes up in the air today. However, he is anything but a choleric person: with a little delay he has finally obtained his pilot's license and flies sports planes in his spare time.

Fulfillment Mail+Marketing
www.mail-marketing-service.de
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www.profi-jet.com



More than just a lettershop: The staff of Fulfillment Mail+Marketing GmbH has grown to over 50 employees. And even if the boss likes to take off and float in the clouds: On the ground, Patrick Richter does without unnecessary luxury and rides his e-bike.

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