



Eagle Direct Response now offers inkjet color printing with the addition of the MCS Merlin K146c

Gaithersburg, MD, September 23, 2021 – MCS, Inc. announces Eagle Direct Response has expanded its capabilities by investing in inkjet color printing with the addition of the MCS Merlin K146c process color inkjet production press. The MCS K146c is the world's first economically priced process color cut-sheet INKJET production press.

Eagle Direct Response prides itself at always looking for ways to increase value while cultivating a true partner with their customers. Pamela Devine, CEO stated, "This platform is new to our current operations and has allowed us the ability to offer new services to our customers and open new markets to our sales department." Devine added, "Not only has this been a great addition for our customers but we've seen increased production and enhanced quality. We look forward to the K146c being a big part of our future growth".

The K146c makes the economics and flexibility of inkjet press technology available to almost all mail manufacturers including advertising and statement mail producers. Mike Devine, President remarked, "The capital cost for this color device allows us to be competitive in the marketplace. Further, I do not need to add staff and the footprint of the machine is smaller than most other inkjet or toner based options." The K146c is ideal for advertising mail letters and First Class statements reducing imaging cost by as much as 75% vs toner based systems. Devine noted, "The K146c cost benefit analysis showed we needed to move from toner based equipment to the inkjet."

The K146c is the first cut sheet inkjet press without a click charge and instead offers an industry leading shared maintenance program. Pamela Devine stated, "The shared maintenance program is a plus for Eagle Direct Response. We are accustomed to this approach with all of our equipment. The training and phone support staff allow us to rarely be down for more than a few hours. The phone support is there when needed."

As Eagle Direct Response continues to offer new technology and value to its customers, it foresees a continued partnership with MCS. Mike Devine remarked, "The decision to purchase the Merlin K146c was based on our past experience with MCS and their brand." Adding "From sales, service, and parts we have established a great working partnership with all facets of MCS with all levels treating us with the utmost professionalism."

About MCS

MCS is the leading provider of solutions for mail manufacturers who specialize in producing the valuable stream of mail communication that reach consumers and businesses mailboxes every day. Advertising and marketing mail as well as transactional mail such as financial and health care- based mail are becoming more and more sophisticated and MCS has evolved since 1991 to provide solutions tailored to this industry.

More information:

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About Eagle Direct Response

Located in Salt Lake City, Utah, Eagle Direct Response (EDR) has developed into one of the premier mailing facilities in Salt Lake City. With over 50 combined years in the printing and mailing industry, We are dedicated to quality, quick turnarounds, and efficient production.

We produce millions of pieces of mail for Fortune 100 and Fortune 500 companies nationally.

We are forecasting a great outlook for Eagle. We have just expanded our location size to over 14,000 sq feet and have added additional staff to meet the needs of our clients.

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