



TrueSense Marketing Continues Growth with the Addition of Three Epic Ultra-High-Speed Inserters

Gaithersburg, MD, November, 2023 – MCS, Inc. announces TrueSense Marketing has invested in their third Epic Ultra-High-Speed Inserter. TrueSense Marketing is a full-service agency serving non-profit fundraising and marketing mail markets. TrueSense offers a creative and strategic approach using analytics and multiple forms of digital and print media tailored to every campaign.

In 2021 TrueSense purchased their first Epic and has since purchased two additional Epic inserters. These purchases were made with a focus on increasing efficiency, reducing labor and maximizing space in their facility. TrueSense upgraded their FlowMasters to Epics and found that it was an easy move for their operators, allowed for great flexibility with work and most importantly increased throughput. Doug Wright, Executive Vice President of Operations at TrueSense Marketing said “We discovered that just 1 Epic was able to displace 3 FlowMasters and reduce the number of operators from 3 to 2.”

When determining the best ultra-high-speed option, TrueSense chose the Epic, citing that their relationship with MCS was a big factor in the decision. Wright stated, “We trust their advice and knowledge of the industry.” TrueSense found the Epic to be a great fit for upgrading from the FlowMaster with its ease of use, flexibility, fewer parts, more uptime. “Everything the Epic promised was delivered.” Wright continued, “The Epics are able to produce 2/3 of their inserting work with just 3 machines.”

The TrueSense Marketing team is dedicated to thoughtful and careful execution for every client and expects the same of their vendors. “We foresee a lasting partnership with MCS”, Wright said “We’ve been working with MCS for more than 25 years and have a trust with them and the equipment they sell”. “The MCS sales team always works hard to ensure that we are completely satisfied with all of their products, from the initial purchase and install through ongoing support and service.”

About MCS

MCS is the leading provider of solutions for mail manufacturers that 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:

For more information about MCS, contact Erica D’Angelo, Marketing Manager, MCS. Inc.

www.mcsp.com

Phone: +1 (301) 556-5022; email erica.dangelo@mcspro.com

About TrueSense Marketing

TrueSense Marketing is a full-service, strategic, direct response fundraising agency and direct mail marketing company. We use insightful analytics, innovative strategies, and breakthrough creative execution to engage donors at every level in order to move them from transactional to transformational relationships with our nonprofit partners.

For more information about TrueSense Marketing, contact Dough Wright at douglas.wright@truesense.com