

DOCUMENT PROCESSING

Selecting A Quality Addressing System

By Richard Paveley, President
Corp. Management & Marketing Consultants

NEW YORK, NY -- Marketing, accounting, membership and customer relationship managers are procuring office-quality ink jet addressing systems, enabling them to reap the benefits of organized mailings without suffering the inconvenience, noise and loss of space normally associated with old-style mailing equipment.

Contemporary ink jet addressing machines are capable of affixing high-quality names, addresses, postal barcodes, and custom messages on filled or empty envelopes, postcards, newsletters and flyers at speeds ranging from 5,000 to 30,000 envelopes or pieces per hour. The new systems are small, quiet, and consume precious little space or footprint, making them suitable for positioning within busy core-business departments as opposed to being placed deep within the bowels of the print, mail, or copy departments.

Current offerings from seven leading suppliers are shown on page 65, including model designations, rated speeds, position within the product line, and at least one significant feature. A suggested list of selection criteria is presented here to assist in the procurement process, especially since the intended market might include core business operatives with limited experience in procuring mailing equipment.

I. Speed/Cost: The speed of an addressing system is probably the most important variable. Try to match the speed of the unit to the most likely production requirement. Higher speeds demand greater mailpiece control and usually contribute to higher cost. Lower speeds are easier to control, leave more time for ink to dry, and usually cost less.

II. Service Quality: Take extra precautions to assure that your unit will be serviced properly. Responsiveness, dependability, service skill, and parts availability are key factors to consider. Ask the sales representative for references in your area to ascertain how others are being serviced.

III. Fixed Head vs. Shuttle: Multiple fixed



The technology advances being made by manufacturers of ink jet addressing systems are allowing mailers of all sizes to produce eye-catching mail pieces. Companies are able to keep up with client demands by fully utilizing their ink jet addressing system.

head inking systems are generally preferable to single heads that shuttle back and forth as the address is printed. As the number of heads is increased, the ability to print multiple lines within the address block also increases.

IV. Color vs. Black Only: Some special applications are enhanced by the addition of spot color. However, don't add color if it detracts from the personalization and increases the "throw away" rate because the mailpiece appears too commercial.

V. Ease of Use: Make sure that the office workers in the target department will be able to operate the unit. Look for simple systems with features to ease the pain of setting up for individual jobs. Machine operators in the print/mail center are accustomed to making adjustments to maintain satisfactory performance. Office workers are far more demanding and much less patient.

VI. Mailpiece Accommodation: Over the life of an addressing system, it is not uncommon to discover that certain mailpieces cause problems. Excessive mailpiece thickness, filled envelope inflexibility, certain paper characteristics resulting in ink smearing can result in unsatisfactory performance. The best method for assuring good performance is to test the demonstration unit with actual mailpieces from your application set. During actual operations, samples from successful runs should be retained for future reference.

Office Quality Ink Jet Addressing Systems

Company	Models	Rated Speed	Product Range	Significant Feature
Asmarc	Freehand Address	6,000 env/hr	Entry	Simple, straightforward
FP Mailing Solutions	FP 607 Barcode Addressor	8,000	Entry	Single head shuttle
FP Mailing Solutions	FP 608 Barcode Addressor	13,000	Midrange	Single head shuttle
FP Mailing Solutions	Envelope Imager I	22,000	Entry	Retains last 20 addresses
FP Mailing Solutions	Envelope Imager II	22,000	Midrange	Retains last 20 addresses
FP Mailing Solutions	Envelope Imager III	25,000	TOL	Vacuum feed table
Hasler	HJ300	7,200	Entry	Message line in color
Hasler	HJ350	22,000	Midrange	3 print heads
Hasler	HJ500	22,000	Midrange	5 print heads
Hasler	HJ600	26,000	Midrange	6 print heads
Hasler	HJ800	26,000	TOL	8 print heads
Neopost	AS73	7,200	Entry	Multiple true type fonts
Neopost	AS223	22,000	Midrange	3 print heads
Neopost	AS225	22,000	Midrange	5 print heads
Neopost	AS226	22,000	Midrange	6 print heads
Neopost	AS268	26,000	TOL	8 print heads
Pitney Bowes	DA300 AddressRight	4,400	Entry	Color & graphics
Pitney Bowes	DA400 AddressRight	22,000	Midrange	Spot color
Pitney Bowes	DA500/550 AddressRight	9,000	Midrange	Color & graphics
Pitney Bowes	DA750 AddressRight	13,000	Midrange	Color & graphics
Pitney Bowes	DA900 AddressRight	21,800	Midrange	Spot color
Pitney Bowes	DA950 AddressRight	30,000	TOL	Spot color
Rena	DA607	8,000	Entry	Up to 1/4" material
Rena	DA608	14,000	Midrange	750 envelope capacity
Rena	Envelope Imager I	22,000	Entry	3 print heads
Rena	Envelope Imager II	24,000	Midrange	Up to 1/4" material
Rena	Envelope Imager III	25,000	TOL	Spot color
Secap	5K-LE	5,000	Entry	Easy install
Secap	9KL	9,000	Midrange	12 scalable internal fonts
Secap	13K	11,000	Midrange	Optional conveyor, dryer
Secap	22K	22,000	Midrange	Spot color
Secap	26K	26,000	Midrange	Spot color
Secap	30K	30,000	TOL	Windows interface
Secap	30KNFO	30,000	TOL	Large capacity

(Richard Paveley can be reached at 973-989-0229, or via e-mail at rpaveley@cmmcinc.com.)