

## **Rollem TR System Enables C-Point Marketing to Maintain Mail Integrity in VDP Finishing line.**

C-Point Marketing, based in Ft. Wayne, Indiana offers turnkey business to business or business to consumer marketing interface, one to one variable printing and a turnkey direct mail and fulfillment program. The company recently expanded their VDP printing capability to full color with the purchase of 2 Kodak Nexpress variable data presses, a 2500 and an S3000. The acquisition of the Nexpress required the company to address their finishing and mailing capabilities. The key requirements of the finishing system is the ability to maintain mail integrity and produce L-perf reply cards for the millions of direct mail products they produce, one of which is the largest national healthcare company.

While visiting the Rollem booth at Graph Expo, Larry Lengacher, V.P. General Manager of C-Point Marketing found the ideal solution in the Rollem TR Die-Score system. “Rollem built us the entire system and what a great resource it has been”, states Lengacher. Marc Thomsen, Rollem’s V.P. configured a production line including the TR Die-Score System with a right

angle Rollaway unit running in-line with a folder, slitting and gluing unit. Products from the Nexpress are sent to the Rollem Preload unit (in mail sort order) for feeding into the TR which removes trim, slits, scores, perforates and L-perfs in one pass - then the pieces are folded, spot glued all in one operation, delivering the product in mail sort order. “The key for us is the ability to maintain the mail integrity in the finishing process”, states Lengacher. “Coming off of the Rollem line in mail sort order eliminates individual processes that may leave room for error. The ability to take our press sheet, apply five different finishing processes in one step, and deliver it directly to the mail tray (including dual mail sortation) is key. If I didn’t have the Rollem system we would have to take the products from the press, move it to a perforating and scoring unit, take it to a cutter, then a folder and run it through a gluer or tabbing machine”, he states. Performing multiple processes in one machine eliminates additional labor costs, improves production and increases profits.

The advantage of easy change-over's for different layouts is another advantage of the Rollem. For example, set-up is simple for a direct mail piece 20"x 5.5". Printed two-up, the piece can be edge-trimmed, slit down the center, folded and edge perforated to create five coupons. "Two of the key factors we considered when choosing the Rollem line were the ability to keep the mail integrity and the L-perf application. No other manufacturer could do a BRC (L-perf) in-line but Rollem. We're running two shifts, 24 hours a day. We never could have done the program we're doing now without this system", states Lengacher. Marc Thomsen continues, "I am pleased we were able to streamline finishing production for C-Point by adding the Rollem components to this dynamic organization. Rollem's TR System and digital presses compliment each other perfectly. It's definitely a two way street, the digital market is opening many doors for Rollem systems and digital printers are finding just as many new opportunities by employing Rollem print finishing systems."