


**BÖWE BELL+HOWELL**

Your success is our priority.

## Growing and Evolving a Production Mail Operation

Production mail operations have seen many changes and trends over the past decade, including increased costs, shrinking margins, lower volumes, market consolidation, changing postal regulations and increased competition. What has remained constant, however, is the need to create communication pieces that derive a desired response and are produced with integrity in a highly automated and efficient manner.

The systems that mailers use for creating the majority of their work range from low-speed inserters with no intelligence to high-speed finishing systems that are intelligent and connected to some form of an Automated Document Factory. The systems used are typically determined by the application being processed and the capital investment available for growth. And while budgets and funding have varied over the years and across market segments, a challenge facing many companies is figuring out how to change and grow their business when the system technology available to them hasn't radically changed, or evolved, at all over the years.

### Has technology hit a wall?

Traditional inserting systems have many factors that determine their overall speed and efficiency. Even high-end systems have limitations that prevent them from realizing their maximum potential. These limitations include:

- the speed at which materials are assembled
- the number of stops from jams or other errors
- the rate at which inserts can be added

### Have costs become uncontrollable?

The money spent to create a mailpiece varies from company to company. Industry analysts estimate the range being between six and fifteen percent of total annual revenues — a significant amount. And how much

of that cost is in the hands of the mailers to control? Postage is the number one cost, and unless a mailer can convert all of their customers to electronic delivery — which we all know isn't happening nearly as fast as the market had predicted — the best-case scenario is that software and hardware solutions are used to optimize discounts. But even that has limits, and the costs keep rising.

Similar increases are happening with other costs — employee expenses slowly rise each year, material costs (e.g., envelopes, paper, etc.) keep increasing, and trying to manage a business that demonstrates its ability to be environmentally conscious has many hidden costs that quickly add up.

### Are 'shrinking profits' unrecoverable?

The production mail business has never been a high-margin business, but now more than ever the once profitable jobs are being analyzed to determine whether they are pushing up, or pulling down, a company's bottom line. Captive shops are outsourcing more work, and the high competition for new business has driven down the rates that service providers can charge.

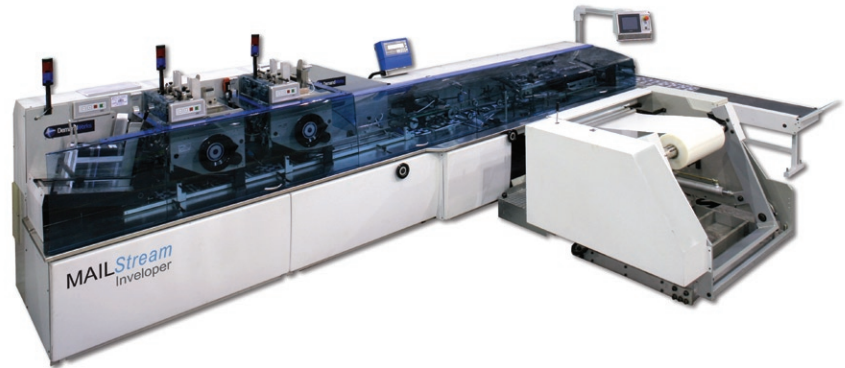
So, is the industry in trouble, and have production mailers lost their ability to innovate and take back control of their future? The answer is no — they just haven't had a game-changing solution presented to them in some time. The good news is, that time is now.

### New technology — new opportunity

A new solution is available that increases the productivity and flexibility of production mail, while achieving significant savings over traditional production costs. The new BBH® MAILStream Inveloper™ system, available only from BÖWE BELL + HOWELL, uses roll-fed material to create a universal mailpiece that replaces the traditional elements of a statement or invoice: the envelope,

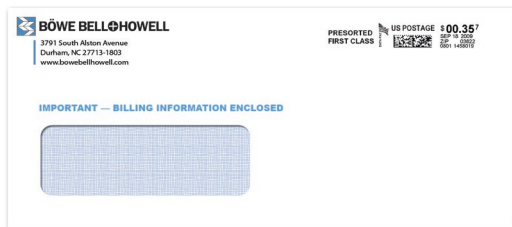
statement, inserts, remittance and business reply envelope. The result is a solution that:

- supports major mailpiece formats:
  - self-mailer
  - #7
  - #9
  - 6" x 9"
  - Flats
- supports cut sheet, 1-up or 2-up processing (3-up also available)
- produces up to 30,000 pieces an hour
- significantly fewer stops resulting in efficiency gains of up to 50%
- enables in-line transpromotional messaging



## Take control of costs

The industry has a pretty good handle on what is necessary to lower postage costs — even with the seemingly never-ending string of changes — but now they have the ability to minimize the cost and waste associated with materials. Through the elimination of the outside and business reply envelopes and the need to ship, store, handle and print these materials, mailers stand to reduce paper cost and usage by as much as 40%.



Traditional Envelope  
**VS.**

## Personalized Transpromotional Mailpiece



And the environmental impact of not handling envelope boxes and cartons for the MAILStream Inveloper is significant. It is estimated that companies processing 5 million envelopes a month create 4,450 pounds of waste materials each month — and although much of this is recycled, this is still a cost that can be reduced or eliminated.

## The bottom line

Increasing productivity and lowering costs — a pretty good formula for growing profitability. But it gets even better when your business can start promoting new transpromotional services that can transform standard mailpieces into personalized communication pieces, which is a service that is both a revenue generator and a competitive differentiator.

*To learn more about how the BBH MAILStream Inveloper, a patent pending solution from BÖWE BELL + HOWELL, can help your company rise above the rest, contact your local BÖWE BELL + HOWELL representative or call 800-220-3030.*

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P.O. Box 14986  
Research Triangle Park, NC 27709-4986

For more information on BÖWE BELL + HOWELL, please call 800-220-3030, email us at [marketing@bowebellhowell.com](mailto:marketing@bowebellhowell.com) or visit our website at [www.bowebellhowell.com](http://www.bowebellhowell.com)