

Print and Mail Services Company

“ComColor has allowed us to add value to all of these statements we are mailing by adding targeted messages in full color...We use the ComColor for everything.”

President, Print and Mail Services Company

APPLICATION STUDY



Start a printing and mailing company in post-Katrina New Orleans? That's exactly what two enterprising partners did when they opened their print and mail shop in 2005. Just over a month after the devastating hurricane struck New Orleans, this new mail service bureau opened its doors as a state-of-the-art printing and mailing service bureau located in a suburb of New Orleans. Today, their success continues.

The ComColor® Series has helped us expand our business. “We have always been a Xerox shop,” explains the company president. They used Xerox printers exclusively, printing in black and white with some highlight color. However, it was not until they brought in a ComColor high-speed inkjet printer that they could affordably print full color. “ComColor enabled full-color printing at a very inexpensive price,” states the president.

As a mail service bureau, 95% of their mail pieces are mailed via first-class mail. They use their ComColor Printer to print financial documents, accounts receivable statements, tax documents, financial statements, bank account statements,

medical statements and bills, university tuition bills, and utility bills for many municipalities. They're also able to print out meter cards that are left at residences. The company estimates that they print an average of 1.4 million impressions a year on their ComColor Printer. “We use the ComColor for everything.”

In addition, envelopes have become a large part of their printing business. With the ComColor, they no longer have to outsource envelopes. The company stocks a standard double-window envelope, and prints envelopes only as needed. “We've reduced the amount of warehouse space dedicated to envelopes,” explains the company president.

The company president and his partner have a background in programming, which gave this print and mail shop a head start into the lucrative transpromo business. “Give us the data,” they remarked, “and we will format, produce, and distribute in print and electronically.” They can easily create a targeted message to customers, and then print it in full color with the ComColor. “ComColor has allowed us to

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“ComColor enabled us to increase profits, and enabled us to increase control,” explains the company president. “We’ve increased our value to our customers. Now we print in full color and help our customers separate themselves from their competition.

“Not only does ComColor help the customers, it helps this print and mail shop stand apart from the competition. The printing business has become more and more of a commodity,” reports the company president. “ComColor lets us separate ourselves from being a commodity.”

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