

Be Bold. Be Brilliant.



THE MAILWORKS CASE STUDY

CHALLENGE

The Mailworks is a full-service direct mail firm in Albany NY. They recently decided to internalize color printing work they'd been outsourcing. So they purchased an **Océ VarioPrint i300 inkjet color digital press from Canon Solutions America**, a system supported by an MVP (Media Verification Process) approved paper list that facilitates easy set up and provides downloadable paper profiles. **But The Mailworks encountered problems. The paper they selected was yielding an unacceptable 40% kick-out rate. That same stock was also creating problems in their inserting process that delayed job completion at times by as much as 60%.**

SOLUTION

On Canon's recommendation, The Mailworks called on Appvion to help solve the problem. An Appvion team performed an on-site evaluation using its customer needs assessment process. **After studying both the technical problems and the company's operational needs, Appvion recommended switching to 9-pt Triumph® Coated Ultra Brite - Matte High-Speed Inkjet Paper, a stock that had been previously MVP certified tested by Canon and designated as a "house sheet."** The house sheet designation means that **Canon considers the product to be best-in-class for print quality, runnability, availability and value.**

The 9-pt Triumph® Coated Ultra Brite - Matte paper was specifically designed and developed for the i300 inkjet digital system. The entire production process was done in Appvion's USA-based facilities: from designing and manufacturing the paper, to formulating and applying the coatings as well as converting, sheeting and providing a stocking program that ensures low minimums with fast turnaround and delivery. **The paper had been carefully designed to lay flat, remain stable, offer an excellent printing surface and deliver exceptional runnability — all with rigorously tight tolerances.**

The results were immediate. Kick-out rates dropped from 40% to 5% or less — a rate normally expected for this system. That's an improvement of better than 85%. Plus, the Triumph® stock eliminated the insertion problems and restored normal process times. By working in partnership with The Mailworks' paper distributor, Lindenmeyr Munroe, Appvion was able to provide the same pricing The Mailworks was getting mill-direct from the previous provider. Finally, as The Mailworks began using this stock for other projects, **they were pleasantly surprised to see how well the stock printed even difficult colors, and also remarked positively on the deeper feel the matte surface provided.**

"The 9-pt Triumph Coated Ultra Brite - Matte High-Speed Inkjet Paper delivered the smooth performance we were seeking. Our kick-out rate dropped by 80% to levels expected for this system. We were also impressed by the paper's ability to print difficult colors and its appealing finish. Appvion has proven to be a reliable partner who has our best interest in mind. Their enthusiastic and knowledgeable sales team genuinely cares about our business."

— *Brianne Baggetta Noonan,*
The Mailworks President



KICK-OUT ISSUE

WASTE DROPPED FROM
40% TO 5% OR LESS

85%
IMPROVEMENT

INSERTION ISSUE

RETURNED TO NORMAL
JOB COMPLETION TIMES

60%
DECREASE

COLOR OUTPUT

DELIGHTED CUSTOMER
WITH HIGHER QUALITY
OF COLOR OUTPUT

**ADDED
BENEFIT**



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