

Mail Print, Inc., Kansas City, Missouri (USA)



Corey Mathis and his colleague Scott Randall operate the Hunkeler equipment in Mail Print's environmentally responsible space located 150 feet beneath the earth's surface.



Scott Randall is visibly happy with the new Hunkeler technology. What he likes most is the easy and quick set up and the high reliability in daily production.

Moving to the digital web

Mail Print's mantra is „Innovation Delivered“. It's more than a slogan; it's a philosophy that pervades the company's approach to serving its customers, workflow, and operations, and continual investments in print and finishing technologies play a large role. Three offset presses, and four digital HP Indigo sheetfed presses were complemented in January 2012 with an HP T200 Color Inkjet Web Press.

„So that took us to the digital web“, Gina Danner recalls. „We added new capabilities and were able to step up the run lengths we were able to produce – elevating our position while enabling us to capitalize on some new markets. But we also needed a new bindery line. For example, booklet jobs that require perforated coupons are increasingly popular, so we began looking for a solution to finish those“, Gina Danner explains.

Hunkeler Technology boosts productivity on T200 Inkjet Web Press

Mail Print first implemented a StitchLiner 5500 from Horizon, capable of creating up to 11,000 two-up saddlestitched booklets per hour. „The digital presses, combined with the StitchLiner 5500 do a phenomenal job, from an ROI perspective“, she confides.

And more recently, coinciding with the purchase of the HP T200 Inkjet Web Press, a near-line custom-configured Roll-to-In-Line Folding Solution from Hunkeler. Printed rolls are trans-

Dynamic perforation and punch module DP6

With the DP6 Dynamic Perforation and Punch Module, Hunkeler combines dynamic perforation and punching in a modular concept. In 2-up production, this permits individual processing of the two web halves. Combined use of three different functions is possible in a single module (dynamic perforation in the longitudinal and transverse direction, dynamic file hole punching).

The Dynamic Perforation Module DP6 is equipped with a smart perforation and punch editor. Linking of orders with the perforation patterns supports the user with fast and secure production line setup in that the appropriate pattern is automatically retrieved for job selection.

The equally dynamic file hole and form punching unit integrated into the DP6 perforation module is so far unrivalled on the market. Possible application areas include transpromotional applications with individual perforation or coupon production with security punching.



ferred from press to a UW6 Unwinder, which feeds it through a DP6-II Dynamic Perforator (see text box); then, onward to a CS6-II Cutter, to a Horizon AF-566 Folder with a DIF-56 Module, and finally to a PSX-56 Stacker.

From in-line to off-line in just minutes

At Mail Print, the solution is outfitted with the DIF-56 Module, both in-line or off-line operation to accommodate both roll-fed and sheet-fed jobs. According to Gina Danner, „The ability to go from in-line to off-line folding in just minutes allows us the flexibility to efficiently handle jobs from multiple sources.“

Foundation of experience: a crucial factor

The recent investments will enable Mail Print to grow its business, but Gina Danner is quick to share credit with her trusted vendors – in particular, Hunkeler, Standard Finishing Systems (the Hunkeler representative for the USA) and the local dealer Santa Fe Service and Sales, Inc., who services the equipment: „When you're doing leading-edge work, you've got to make sure that you're working with partners that have a good foundation of experience and an established network of service“, Gina Danner concludes.

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Subterranean Operations with a Superior Workflow

With a T200 Inkjet Web Press from HP, Mail Print added new capabilities to step up run lengths, elevating their position and allowing them to capitalize on new markets. At the same time, there was also the need for a new bindery line. The solution was found in an integrated Hunkeler system for Roll-to-In-Line folding production. The configuration comprises a UW6 unwinder with a DP6 Dynamic Perforator, a CS6-II high-speed cutter followed by folding and stacking technology from Horizon.

„Underground Print“ may conjure up nefarious images of secretive or controversial publications. In the case of Kansas City, MO’s Mail Print Inc., the company is literally subterranean – operating 150 feet beneath the earth’s surface in an energy efficient, man-made underground space created by the mining of a limestone deposit.

Complex multi-channel direct marketing

„We produce everything – from postcards to full variable booklets“, says Gina Danner, CEO of Mail Print, Inc. The company – 24 years young – is perhaps best known for providing its clientele with com-



The DP6 Dynamic Perforation Module allows Mail Print to produce personalized coupons for use at entertainment venues where perforating accuracy is critical to facilitate efficient redemption.

plex, data-driven multi-channel direct marketing programs. These initiatives manifest in both print (digital and offset) and electronic media. Of the print produced, approximately 85-percent requires variable-data-driven output.

Diverse clientele

Not only is the print diverse, Mail Print’s client base is, too: advertising and marketing agencies; associations and non-profit organizations; banking and credit unions; casinos and gaming institutions; construction and real estate, and retail companies – 60-percent of which hail from outside of the Kansas City region.