



## Mail Fulfillment House Gets the Word Out

Each year in the United States, an estimated 87 billion pieces of direct mail are sent to the public. This requires mail fulfillment houses to operate quickly and efficiently for their customers who outsource the printing and mailing functions of their direct mail campaigns. Ricoh Printing Systems of America (Rico) supplies printing hardware for a number of companies in this space, but one particular Mail Fulfillment company has a national retailer as one of its largest clients with challenging requirements. Mass mailings announcing the opening of a new store are an ongoing project, with strict deadlines for completion.

Before consulting with the Ricoh Professional Services Group, the Mail Fulfillment company was experiencing major bottlenecks. The customer was printing a large number of form letter documents, using Microsoft Word to merge the variable data fields, which is a notoriously slow process. The printed output was running at only about 20 to 25 pages per minute (ppm) and the age of the printers was becoming an issue. Simply put, faster production was needed. With the company's total print volume exceeding two million pages per month, a whole new method of production was needed, in addition to newer and faster printers.

In order to decrease costs as well as the length of time print jobs were taking, the Mail Fulfillment company consulted Ricoh and an entirely new streamlined production process was developed. The company purchased the Ricoh DDP 70e, a digital printer that can support printing volumes up to 600,000 pages per month. The Ricoh DDP 70e was also combined with Objectif Lune's PlanetPress software that can automatically merge variable data fields into the body of a form letter. This printer centric software helped speed up the process so dramatically that the Ricoh DDP 70e can run at its full rated speed of 70 ppm.

The overall workflow was improved so drastically that an additional Ricoh DDP 70e was purchased in order to keep production running at full capacity. The customer then requested that all of its form designers be equipped with PlanetPress design tools and also added the output management module, PlanetPress Watch, which enabled the output to be split between the two printers, giving the customer a 140 ppm throughput capability.

For this customer, Ricoh and Objectif Lune are to make additional upgrades and one of the top priorities is a complete restructuring of form letters using PlanetPress that will make mailings more robust, dynamic and efficient, and also continue to dramatically reduce operating costs.

### Industry:

Mail Fulfillment

### RPSA Solution Set:

#### **Hardware:**

2 Ricoh DDP 70e Printers  
Publishing Finisher  
ScanIT  
DDP MicroPress

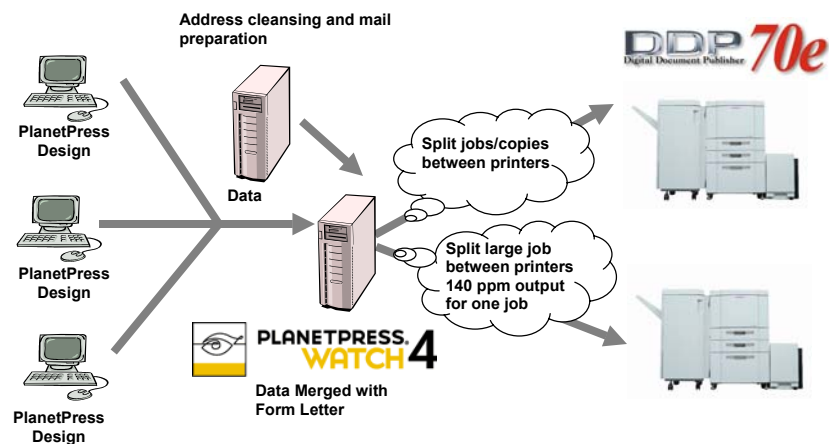
#### **Software:**

PlanetPress Watch

The Ricoh Professional Services Group is dedicated to streamlining print processes, cost savings and problem solving, in conjunction with offering the best printing hardware in the industry.

To learn more about Objectif, visit [www.objectiflune.com](http://www.objectiflune.com)

## FULLFILLMENT APPLICATION (MAIL MERGE)



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