

CASE STUDY

Lanier production print technology has direct impact on Best Mailing's bottom line



“Lanier discovered the root of our problem, and provided us with a solution that works best for us. Now, we have the technology to help us keep pace with growth without compromising our budget.”

— Leif Aagaard,
Vice President,
Best Mailing Service

Document Management Challenges

- Increased print volume
- High toner costs
- Low printer duty cycles

For more than 33 years, Best Mailing Service has provided fast, efficient data processing and printing services for the direct mail industry. As a result, the company now prints and mails more than 1.5 million documents every month—including nearly 20,000 checks per week. Unfortunately, checks can only be printed on MICR-enabled laser printers. Best Mailing used three dedicated laser printers for check production, but they were unable to efficiently handle the increased workload.

Best Mailing prints checks using magnetic ink character recognition (MICR) toner to meet U.S. banking industry standards. This toner is used to produce a special code featuring numerals and characters at the bottom of checks for faster processing and fraud protection. Because MICR toner is very expensive, the company was spending up to \$3,000 per month on toner costs alone.

In addition, the laser printers did not print fast enough to keep up with the demand, and their low duty cycles required constant maintenance. Drums, rollers, and toner were changed frequently, and paper jams were common.

“Every delay cost us money,” said Best Mailing Vice President Leif Aagaard. “Our MICR check printing business was booming, but we needed a more reliable printing solution. It was time to update the fleet.”

Recommended Solution

- Conduct DOCutivity® analysis of document workflow
- Add one versatile, high-volume production printer
- Test and validate efficiency at the Lanier Atlanta Technology Center

Best Mailing considered adding two more laser printers to accommodate the influx of MICR check printing jobs. Then they decided to contact Lanier.

“Lanier had recently helped us install a fleet of digital multifunction products (MFPs),” said Aagaard. “They exceeded our expectations, and we were confident that they could do it again.”

Lanier immediately conducted a DOCutivity® analysis to map document workflow. It indicated that two new laser printers were unnecessary. Best Mailing could easily meet its demand and improve performance with the addition of a single, high-volume, production printing system.

Lanier put the new system to the test at its Atlanta Technology Center (ATC). Engineers replicated the Best Mailing print environment and ran a battery of tests using the company’s data stream, PCL code, and PostScript to ensure that the system would deliver high-quality output quickly and efficiently.

The production printing system consistently prints checks with precise image registration and minimal float to comply with the strict MICR codes of the banking industry. Plus, the system offers advanced paper handling capabilities, which enables Best Mailing to use it for non-MICR jobs and improve productivity.

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Measurable Results

- Reduced check printing time by approximately 50%
- Offered savings of \$0.015 per check in reduced toner costs
- Advanced paper handling capabilities allowed for a wide range of print jobs
- Resulted in fewer maintenance issues

With the addition of the high-volume production printer, Best Mailing has significantly improved its check printing efficiency.

The new system prints 92 pages per minute—nearly twice the output speed of the laser printers—which enables Best Mailing to cut print time in half. Even with an increased workload, employees spend several fewer hours each week managing check production.

Designed for high volume applications, the production printing system significantly reduces toner and maintenance costs. As a result, Best Mailing is saving \$0.015 per check with the new system—or \$16,000 in yearly savings—on toner costs. Plus, the system offers user-friendly maintenance, which enables employees to perform routine troubleshooting without long delays or IT involvement.

With advanced paper handling capabilities, the new production printer is not limited to MICR printing. It can accommodate a wide range of paper stock for virtually any direct mail project. In fact, the company often stocks the system with heavyweight paper and produces duplex real estate cards for a municipal client.

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Best Mailing Service president James LaPrade (left) and vice president Leif Aagaard.

For more information about Lanier document management solutions, please call 1-800-551-3087 or visit www.lanier.com.

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Lanier, a world of difference

The Lanier philosophy is embodied in Customer Vision®: a commitment we make every day. It means seeing the business through your eyes, responding to your needs, and exceeding your expectations.



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