

# Building business growth on higher quality, lower cost print-to-mail capabilities

## Customer profile

### Inception Print Solutions

- Large Florida-based commercial print-to-mail operations serving clients in 15 states
- Produces high-quality full-color documents from virtually any print stream available
- Offers industry-leading process flexibility and document personalization



## Generating new sources of revenue

Inception Print Solutions is a growing Florida-based print and mail fulfillment organization. Over the past few years, Inception has built a successful revenue-generating business by using technology to expand both its capabilities and its production capacity and, in turn, its client base.

Today the company serves health care, financial and insurance clients across 15 states, producing more than 400 million pages and 70 million mailed items annually from its state-of-the-art 77,000-square-foot facility.

## Business challenge

In 2012, Inception Print Solutions' largest client was sending millions of transactional documents monthly, requiring multiple pre-printed forms, outer envelopes and business reply envelopes. Each job was individually printed and assembled.

Fast forward two years and Inception found itself with a new challenge. After implementing a Pitney Bowes White Paper Factory™ solution, the company experienced significant growth — enough so that it outgrew its in-house presorting capability. Without fast, accurate presorting, the company faced slower mail delivery and higher postage.

*"We know we have a partner who will look for ways to improve the solutions they provide us, so that we can expand our own offerings and grow as a company."*

— Ted Hagan, Senior Director

## Technology used

- White Paper Factory solution includes IntelliJet® 20 Printing System, Mailstream Wrapper™ Productivity System, Print+ Messenger™ Color Inkjet System and Print+ Response™ Inkjet Module
- Presort Services

*"Working with Pitney Bowes to transform our operations has allowed us to create more dynamic, engaging and personalized documents for our customers."*

— Ted Hagan, Senior Director



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## Solution

The White Paper Factory solution that fueled Inception's growth integrated print and mail processes into a single production workflow that uses rolls of plain white paper rather than pre-printed and pre-cut forms. The company replaced six separate print engines with two IntelliJet Printing Systems and consolidated from eight inserters to two Mailstream Wrapper Productivity Series mail finishing systems. Inception now produces 100 percent variable data statements and envelope wrap material on a single printing platform — in black, full color or magnetic ink — with less maintenance and fewer operators.

Variable data also enabled Inception to take advantage of postal discounts available when mail is presorted by Zip Code. But as the company grew and its mail footprint expanded, Inception needed a more sophisticated way to optimize its postage spend. Pitney Bowes Presort Services delivered.

## Benefits

With the White Paper Factory solution, Inception can produce finished mail pieces twice as fast as before, with less maintenance and fewer operators, providing the capacity to add new customers. Using the IntelliJet Printing System to produce statements or other correspondence and envelope wrap materials from only two types of paper rolls saved \$300,000 and reduced inventory storage by 75 percent. The Mailstream Wrapper yields 20,000 assembled envelopes in an hour using only one operator, a fourfold increase over the previous mail finishing solution.

Adding color printing capability along with variable data messaging enabled the company to take the communications services it offers to a new level. For example, healthcare clients' Explanation of Benefits (EOB) mailings are today full-color Member Health Statements with easy-to-read charts, health tips and personalized messaging. Variable data print allows clients to extend marketing to the envelope with personalized logos, addresses and messages, adding value to transactional communications.

Today, Inception sends its mail straight from the production operation to the loading dock for pickup by Pitney Bowes. The mail is then processed through Pitney Bowes' exclusive Mail Exchange program, which leverages advanced technology and proven efficiencies to optimize postage discounts. Pitney Bowes' strong relationship with the USPS was a critical factor in Inception's selection of Presort Services. The two companies estimate that by using Presort Services Inception will save approximately \$1 million over three years.

"Pitney Bowes' expertise and relationships in the mail industry are just as important as their infrastructure," Hagan says. "We know we have a partner who will look for ways to improve the solutions they provide us, so that we can expand our own offerings, grow as a company, and provide better service to our customers."