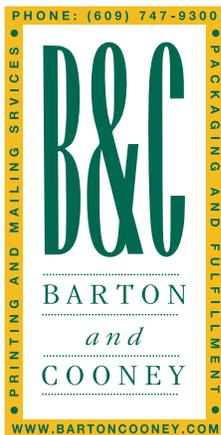


White Paper Factory solution opens doors to new growth opportunities.

Client profile

Barton & Cooney

- Letter shop providing broad range of mailing services locally, regionally and nationally for 45 years
- Services include specialty printing, direct mail, inserts, financial printing and forms
- Processes 30 million mail pieces monthly from its Burlington, New Jersey facility



Meeting demands for quicker turnaround

A trusted name in the mailing and letter shop industries, Barton & Cooney is included on the prestigious Printing Impressions 400 list, which ranks leading US printing companies.

Throughout its long-term relationship with Pitney Bowes, Barton & Cooney has implemented cutting edge technologies to maintain its continued growth. The company has consistently used iterations of the FlowMaster® and FPST™ inserting systems. In 2014, owner and president Pat Doyle decided that it was time to transition to a digital color inkjet solution that could deliver greater precision and accuracy with shorter turnaround times.

Business challenge

“Turn-around time is becoming shorter for a lot of the work we do,” says Doyle, “and we were struggling to meet these tight time frames.” The company had also been forced to turn down a promising RFP it did not feel it had the capabilities to handle, and Doyle wanted to be able to respond to new business opportunities.

Faced with increasing competition and commoditized pricing, the company was also looking for lower operational costs and the ability to provide clients a lower cost-per-piece for printing. Combining workflow and consolidating jobs into a single print stream could help meet these objectives.

“Pitney Bowes helped us transform our operation into a White Paper Factory to create higher value communications for our existing customers and win new business.”

— Pat Doyle, President and Owner

Technology used

- White Paper Factory™ solution
- IntelliJet 20® digital color printing system
- High speed, file-based inserters, inline inkjet printers, sorters, card attachers

“With the IntelliJet 20 Printing System, we can meet the demands of our clients for quicker turnaround from receipt, print, to post.”

— Steve Angel, Director of Production

Solution

After weighing historical costs and potential revenue, Barton & Cooney decided to migrate to the Pitney Bowes White Paper Factory solution, which includes the IntelliJet 20 Printing System. The system consolidates the workflow by using rolls of plain white paper rather than pre-printed forms, improving speed, accuracy and precision. “In fact, during the first month of live production at Barton & Cooney,” reports Grant Miller, Pitney Bowes Vice President of Global Strategic Product Management and Sales, “they produced a mailing of four million pieces defect-free. Moreover, the job was completed in half the time (of the previous year).”

In addition, Barton & Cooney can now process more types of applications on a single system. “During any downtime,” says Doyle, “we are constantly testing different applications and the results go way beyond any results we were expecting.”

“Pitney Bowes’ support and service also carried a lot of weight in our decision,” says Doyle. “The installation team was super. Anything we wanted, we got.” And the installation was completed in a fast-track six-week time-frame.

Benefits

“Pitney Bowes helped us transform into a White Paper Factory operation to create higher value communications for our existing customers and win new business,” says Doyle. “The IntelliJet 20 Printing System provides high quality, digital color print and can process a wide range of

applications. It lets us move monochrome work from toner to inkjet, lowering our running costs and greatly improving our turnaround. Through versioning on the fly we are able to substantially reduce our clients’ postage costs and handling fees”

The company has reduced operating costs and increased throughput by 50 percent and lowered employee full-time equivalents (FTEs) by two. The company has gained new functionality and capability, including more types of jobs on a wide range of substrates, as well as the ability to print hundreds of variable jobs.

The high-speed, high-quality accuracy of the IntelliJet 20 has enhanced uptime and performance, allowing them to take on additional print volume immediately and increasing the company’s competitiveness. “With the IntelliJet 20 Printing System, we can meet the demands of our clients for quicker turnaround from receipt, print, to post,” says Steve Angel, Director of Production. “We were able to produce 300,000 images daily on two toner printers and can now produce 450,000 images daily on a single IntelliJet 20.”

The new capabilities help to meet another of Doyle’s initial challenges, responding to brand-new RFPs. “There are not too many companies like ours that can offer our capabilities,” says Doyle. “The White Paper Factory positions Barton & Cooney as a major player in the marketplace. Pitney Bowes has met every bit of our expectations. I suspect that it will more than meet our expectations in the future.”



For more information,
visit us online:
pitneybowes.com



Pitney Bowes, the Corporate logo, White Paper Factory and IntelliJet 20 are trademarks of Pitney Bowes Inc. or a subsidiary. All other trademarks are the property of their respective owners.
©2015 Pitney Bowes Inc. All rights reserved.



15MKTC02716_US