



When you sell the number one brand of faucets in North America, you're certain to have a high volume of invoices streaming out the door every day.

# Are You Sinking in Paper?

Don't let your money go down the drain By Austin McKenzie

Moen sends out about 1,200 invoices in envelopes every day, plus a variety of other mailpieces including marketing materials and letters. When it comes to folding, inserting and mailing out the materials to customers, Moen's goal is to keep things flowing smoothly and accurately. In the past, Moen had outsourced this task, but found this to be expensive and inefficient. It decided to bring the mail prep function in-house and turned for assistance to Neopost, a vendor it had a relationship with for over 10 years.

## Finding Folder/Inserter Solutions

To meet Moen's unique needs, Department Manager, John Borer, was looking for a folder/inserter that was versatile enough to handle a wide variety of mailings, ranging from standard business letters to brochures and pamphlets. To make maximum use of the company's resources while maintaining the highest level of service, Moen was seeking a product that was completely automated, accurate, secure and user-friendly as well. Borer found everything he was looking for in Neopost's SI92 VersaMailer II.

In the event of a paper stoppage, the system's real-time "help" messages with large graphic display enables users to pinpoint the stoppage location. And the machine's open architecture allows for easy access and safe removal of the paper. According to system operator, Joan Price, "There's not a lot of downtime with this system — after removing the jam I just press the reset button. Downtime is rarely more than 30 seconds."

## Security and Accuracy

Security and accuracy are of the utmost importance to Moen,

particularly in terms of maintaining customer satisfaction. "Just imagine the potential for disaster if customers were to get the wrong invoices, no invoices or more than one invoice," says Borer. "Not only would we look extremely unprofessional, but we could be exposing confidential customer information as well as our own private discount structures."

Neopost's dual track OMR prints the same amount of marks on every form. This ensures that an ink smudge or accidental mark is detected as an error, not a command. The errors are then redirected to one of two divert stations, and the system keeps flowing.

## Time and Cost Savings

Perhaps the greatest advantage Moen has seen from using the new system is a savings in labor and related costs. "The VersaMailer II has enabled us to maximize our resources while maintaining the highest level of service," Borer explains. "With its automated benefits, manual sorting is a thing of the past. The system's folder is particularly phenomenal in its ability to fold and insert into no. 10 envelopes or direct document sets to bypass the folder and just insert into flats all inline. It is able to switch jobs in mid-stream to a completely different fold type and/or size to give us accurate folds every time."

Clearly, the people at Moen are more than satisfied with the stream of benefits they're receiving from the new VersaMailer II tabletop folder/inserter. In fact, you could say they're positively gushing.

*Austin McKenzie is a staff writer with "DOCUMENT" magazine. For more information, visit Neopost at [www.neopost.com](http://www.neopost.com).* ●