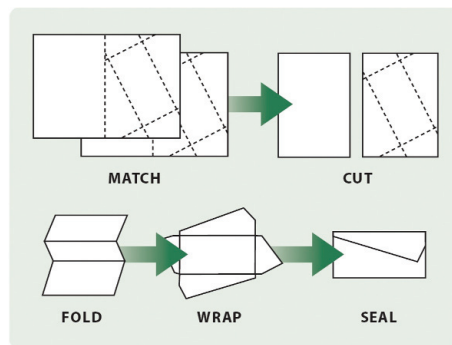


asyMailer

kern

EasyMailer





EasyMailer

Personalised Envelope and Letter Finishing Solution from Kern.

The K515 EasyMailer mail processing solution is a revolutionary new solution which will create individual, personalised mailshots, in a single post-print process.

The keys to success in today's direct mail markets are data intelligence and personalisation, combined with integrity, flexibility, and cost-effectiveness. Marketing companies, transactional mailing generators, and bureaux are using increasingly sophisticated data intelligence to create effective personalised mail with increased response rates. Traditionally it has been expensive to design and personalise enveloped mail, but the latest system from Kern offers an opportunity to turn a single printed page into a unique, personally customised mailpiece complete with integral envelope, in a single pass.

The K515 Easy Mailer allows for a single A3 (297x420mm) cut sheet to deliver a personalised envelope, which is wrapped around a folded A4 personalised letter. An alternative process allows two A4 (297x210mm) to be processed together, one forming the envelope and the other forming the insert. Dual A4 processing is quick and convenient for short runs, while using the A3 to A4 process will save on print costs for larger runs.

A4 Inserts can be added to the finishing process, and data integrity is delivered using a datamatrix code. The tracking system allows for electronic capture of rejects and continuity in the event of stoppages.

Technical Specifications:

Paper sizes:	Cutsheet A4 (297x210mm) Cutsheet A3 (297x420mm) which will be cut to A4
Paper Weight:	80 gm2 to 110gm2
Envelope Size:	226mm x 110mm
Letter folded:	Z fold
Document Control:	Envelope and letter match verification (2 places) Double document detection Sheet identification (eg. Envelope or insert) Mailpiece id Reprint identification code
Reading Camera:	Datamatrix (2D)
Power supply:	3x400v +N +PE. 50Hz 16A
Air Supply:	6 Bar/5000L/h
Weight:	350kg
Size:	2000mm (H) x 1150mm (W) x 2000mm (L)
Glue system:	Hot melt
Infeed system:	Pile feeder from top
Remote Diagnostics:	Internal 56k modem

Recommended design software: PrintSoft MPreS EasyDesigner

Delivering the Mailroom of the Future

Key Features:

Ease of operation

Environmentally Friendly

no waste from envelope formation

Small footprint

Print/Process on-demand

eliminates warehousing of envelopes

Print processing options

full-colour variable or offset graphics with variable text overprinted in A4 or A3 formats

Flexibility

long or short runs with multiple inserts

Common stock

continuity via the same stock for envelope and insert

Creative options

Document Integrity-unique mailpiece id and 2D matching

Maximised postal discounts

by merging multiple client databases into one print and processing run

Improved response rates

via creative opportunities and personalisation

The logo for 'kern' is displayed in a large, bold, lowercase sans-serif font. The letters are black and have a slightly irregular, hand-drawn appearance.

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