

Johnson & Quin Expands Full Color Direct Mail Production Capacity

Personalization Increases Response Rates

Direct mail campaigns that utilize personalization in color on both the letter and outer envelope are seeing higher response rates. J&Q manages many ongoing programs that include multiple variables and specific versions to talk directly to each person or segment in a client's database. Using sophisticated software and programming along with high tech, fast and efficient production equipment J&Q produces millions of personalized packages each month.

Based on clients' needs for mailing larger volume direct mail programs, and reaching in-home as soon as possible, J&Q is continually monitoring the capacity at their facility just north of Chicago. High-speed folding systems and inserters are being added, as well as additional color inkjet envelope printers that print in-line when letters are being inserted.

J&Q Expands High-Speed Production Capacity

To reduce schedules and provide high quality customized direct mail, the company is adding MBO High-Speed Folding Systems, Pitney Bowes Mailstream Direct Ultra-High-Speed Inserters and MCS Condor Color Inkjet Envelope Printers.

"With over 40 years of direct mail production experience, Johnson & Quin continues to implement new technology and increase capacity to provide clients with high quality direct mail production to make their marketing programs successful," said [Andrew Henkel](#), Vice President & Principal at Johnson & Quin. "The addition of this new equipment in combination with high-speed color inkjet presses allow us to produce high volume direct mail programs with full color personalization in shorter time frames."

MBO Folding Systems Provide an In-line Finishing Solution after Printing

J&Q has implemented a "white paper" print model with all images, text and variables printed on high-speed color inkjet presses. The MBO High-Speed Folding Systems provide the same one step process with in-line finishing of the rolls of personalized forms. J&Q chose MBO for the different types of finishing it can perform, as well as the extremely fast speed. The finishing systems have multiple fold options including double gate folds, slit and nest, and basic folds as well as card affixing. J&Q produces a wide mix of package formats for their clients and the MBO equipment can handle them quickly and efficiently.



An especially unique feature allows the matching and affixing of personalized embossed cards by reading the 3D embossed name on the card and matching it to a barcode on the letter to ensure the match. Direct mail using personalized embossed cards once required multiple finishing steps and can now be done in one in-line process – saving time and reducing costs.

The Screen High-Speed Color Inkjet Presses typically print 2-up forms at 700 feet per minute. This volume of printed forms requires high-speed finishing and inserting equipment to keep up with the print output. The MBO lines commonly run typical folds for 2-up form at 500 feet per minute. This is 3 to 4 times faster than J&Q's older legacy folders which were much slower and only yielded about 5,000 sheets per hour. The speed of the MBO finishing lines plus the types of folds and affixing they can handle make them ideal in J&Q's production environment.



After the forms are trimmed and folded, embossed cards are affixed and scanned for an accurate match on the MBO Folding Systems



Personalization on Outer Envelopes for Totally Personalized Campaigns

An additional in-line process utilizes MCS Condor Color Inkjet Envelope Printers to scan a barcode on the personalized letter as it is inserting and print full color copy and images on the outer envelope to create a one-to-one package to each recipient. Many financial services, as well as clients in insurance, energy, and other industries are now personalizing the outer envelope with a customized tagline, copy, or image to entice the person to open the package.



According to [Bob Arkema](#), Executive Vice President, at Johnson & Quin, "By adding additional color inkjet envelope printers in-line with the inserters we can personalize the envelopes based on the letter version or data for each person. Many of our clients have found this an ideal way to customize each piece, target the offer to each individual, and increase response. "

Once forms are printed and folded the components are inserted, and operators tray the packages for mailing. Pitney Bowes Mailstream Direct Ultra-High-Speed Inserters make it possible to keep up with the output of the presses and finishing lines due to their high-speed. Each machine has the ability to insert up to 26,000 packages per hour.

J&Q Continues to Provide Production Solutions to Increase Quality and Reduce Costs

J&Q has a long history of adding the latest production technology and pushing the limits of equipment to add capabilities and make them work faster and smarter. Our current production platform is built on high-speed high quality color inkjet printers for both the letters/forms and outer envelopes, as well as high-speed in-line finishing solutions.

Production lines that combine multiple processes are employed in our printing, bindery and lettershop departments to provide competitive, viable print solutions in today's print industry. This type of streamlined high-speed production provides many benefits for clients including –

- One to one communication to each recipient on both the letter and outer envelope.
- Versions are produced together as one production and mail stream, often resulting in substantial postal savings.
- Competitive pricing for high quality, high volume direct mail production
- Shorter schedules to reach customers and prospects quickly
- Preprinted forms and envelopes are no longer required, reducing time and cost.



Screen High-Speed Color Inkjet Presses Print & Personalize Forms

“MBO America is very pleased to be part of J&Q’s transformation to a white paper, variable data model. Our modular approach to finishing allowed us to craft a unique, single touch point finishing solution, while preserving expansion for the future. We look forward to working with them as they push the limits and continue to grow.” - Lance Martin, Vice President - Marketing & New Product Development, MBO America.

To learn more about how J&Q can help make the best use of data to create response generating direct mail, contact us at 847.588.4800 or jqinfo@j-quin.com and ask for Sales.

April 2021