

Western Colorado Commercial Print Shop Expands Into Bulk Mailing Business and Discovers New Revenue Stream

When Jay Barner's customers asked him if he could provide them with bulk mail service his first reaction was "No, we are a printer, not a bulk mailer." A commercial printer since 1974, Jean's Printing printed everything from customer's bills to a mountaineering company's newsletter.

"Our clients had been asking us to do this for years," said Jay Barner. "We just kept saying no we are a printer and can't help you there." Then our Francotyp-Postalia (FP Mailing Solutions) salesman, John Skellion, of Avalanche Business Systems, convinced us that we were indeed missing a great opportunity. We were already printing customer's bills, envelopes, newsletters and direct mail pieces. He explained that a bulk mailing service wasn't offered by a company within a 100 mile radius and companies in this area were outsourcing to bulk mailers in Denver and Phoenix."

As Jay's mother and business partner, Jean, explained, "I told John to sit down with Jay and tell him how this could make money for us. We realized that it was crazy that we printed our customer's bills and that they took them somewhere else to have them mailed. One customer was outsourcing their mailing to Phoenix and most of their mail was then mailed back to their customers who are located in this area of Colorado. There had to be a better way -- so we decided to put in a mail room and see if it would take off."

"John put the entire package of FP Mailing Solutions equipment together for us and also signed on to service all of the equipment," said Jay. When we started we had no idea what our volume might be and what the potential was. The key to our decision and one of the biggest selling points was that John told us if we outgrew our equipment, he could easily upgrade it in order to quickly expand our capacity."

"The bulk mailing process is really easy. Customers simply provide us with a hard copy of their mailing list or put it on a CD. We then download the address list," Jay explained. "We not only have significantly reduced our customer's postage cost, but we are saving them immense amounts of time. Before when they were outsourcing, it took them two to three days to get statements out. By bar coding and taking advantage of bulk mail rates, we saved one customer more than \$20,000 in postage last year."

Jean's Printing customers include a hospital, realtors, accountants and a homeowners association. The company mails everything from catalogs, books, bills, newsletters, staff mailings and stockholder reports. Average mailings are from 200 to 1500 pieces.

The added bulk mail service has allowed Jean's Printing to be a one-stop shop for their customer's entire printing and bulk mail needs. The company uses FP's JetMail postage meter to feed, stamp and weigh all mail. The only business-class mailing system that uses vertical feeding, JetMail features an inline dynamic scale and can process mail up to one inch thick, regardless of size or shape. The imbedded accounting feature, which uses a smart card system, allows the user to segregate up to 99 accounts and track mailing costs for each account.

In addition to JetMail, Jean's uses an FP 607 addresser, an FP 100 tabber and labeler, an FP 3030 folder/insertter and an FP 356 36-inch conveyer that is used to move the mail as needed.

"We designed this mail house operation for them keeping in mind that they had limited space and a small staff," explained dealer John Skellion. "A bulk mail job with 50,000 pieces can be run by one person."

Not only has the mailing operation provided customers with a needed service, it has provided a new revenue stream for Jean's Printing. "Jean built her business on providing superb service. She has an excellent reputation and is the printer of choice in this area. It is exciting to see a small business like this find a new niche that allows them to grow their business," concluded John.

Avalanche Business Systems, Inc. is the exclusive provider of sales, service and supplies of Francotyp-Postalia products in all of the western counties of Colorado. The company is a locally owned and managed corporation, providing a complete line of mailing equipment products from various vendors, and is dedicated to customer satisfaction by providing local, fast, courteous service. For more information contact John Skellion at (970) 625-3184 or toll free at (866) 380-0000.

Jean's Printing is a family owned and operated full service printer based in Rifle, Colorado. For more information contact Jay Barner at 970-625-3550.

With U. S. headquarters in Addison, IL, Francotyp-Postalia (FP Mailing Solutions) is a world-class mailroom solutions provider, meeting the needs of small, mid-sized and large organizations. FP is known for its technologically advanced equipment, superior customer service and excellent pricing. For more information, visit www.fp-usa.com.