

JetMail “Addresses” Miss America’s Postage Meter Challenges

Each year, when the new Miss America starts to thank all the people who made her crowning moment possible, Liz Puro’s name is never at the tip of her tongue. But as mailroom supervisor for the Miss America Organization, Puro plays a key role in keeping the nation’s highest-profile pageant running smoothly.

During its nearly 80-year history, the not-for-profit organization has choreographed a fine-tuned schedule for distributing volumes of information to contestants, parents, judges, local chapters and other participants in the annual national competition. In addition, as the nation’s leading achievement program and largest scholarship fund for American women, the Miss America Organization keeps Puro busy year-round with its day-to-day business correspondence.

“Sometimes we have upwards of 1000 mail pieces of every size and shape ready to go out, ranging from judges packets to driving directions for the parents,” said Puro. “Given the mileage we put on our postage meter every day, reliability and speed are critical to our operation. During peak seasons, even a day of downtime can be an enormous setback—because the next day we’ll have twice the volume of mail to get out.”

When the Miss America Organization’s contract on an older, stubborn postage meter was about to expire, an evaluation team sought a more advanced solution that could cost-effectively keep pace with its busy mailroom.

“When we saw JetMail in action at MailCom 2000, it really clinched our decision,” Puro said. “We were very impressed with its ability to zip through a variety of mailpieces and label them all with the proper postage.”

From FP Mailing Solutions, JetMail is the only business-class postage meter to use vertical feeding of 5500 pieces per hour. Unlike other meters, JetMail can accommodate any piece of mail up to nearly one-inch thick—the widest pass-thru in the industry—and any height.

“Now all of our bulky mail can run at the same time as regular number-ten envelopes,” said Puro. “That minimizes the amount of sorting we have to do before feeding pieces through the machine.”

Puro has also found JetMail’s routine maintenance to be a breeze. “JetMail lets you know how many more indicias it can print before its ink runs out, which helps us ensure legibility,” she said. “Replacing the inkjet cartridge is fast and easy, compared to the messy process of refilling ink.”

Best of all, Puro found the FP device met the organization’s challenges—complete with a cost reduction over the previous contract. “FP’s service staff are very nice and patient, and JetMail is easy to operate,” she said. “We’re very pleased with JetMail. It’s extremely reliable, and it cut our mailroom costs to boot.”

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.