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# Small Business Saves Time and Money with New Digital Postage Meter

## *Schrecker Supply Company Gains Greater Control Over Monthly Statement and Direct Marketing Mailings*

### Business Profile

- Founded 1947
- Headquartered in Owensboro, Kentucky
- Mail volumes: 400-500 invoices/statements per month, processed three times a month
- Family owned
- Serves builders and industrial maintenance providers

### Benefits

- Improved productivity
- Greater control over mailing costs
- Local mailing solutions dealer provides service within minutes
- Easy to use
- Direct postage downloading
- Smoother, quieter equipment operation

*“With our new FP Mailing Solutions digital ultimail system, I can download postage right into the meter by pushing a couple of buttons. It’s easier to use and a whole lot less time consuming for setting postage. Beats going down to the post office and waiting in line.”*

-Dan Small, Chief Financial Officer and Corporate Secretary, Schrecker Supply Company

### Background

While his laid back demeanor makes him a great employee and customer-advocate, Dan Small is serious about his job with Schrecker Supply. A loyal employee of 27 years, Small has been charged with a number of accounting duties, including efficiently processing and mailing 400-500 customer statements, direct marketing inserts, late notices and updates three times a month.

Schrecker Supply, a family owned and operated small business serving Western Kentucky and Southern Indiana builders, is a model of organization, focus and efficiency. The Schrecker’s built the company fostering great relationships with the building trade with just-in-time supplies, leading to a steady flow of repeat business.

For more than 15 years, Schrecker Supply has worked with Kentucky-based Tri-State Mailing Systems, Inc., an exclusive FP Mailing Solutions dealer. While Schrecker Supply was satisfied with its four-year old postage meter, Tri-State approached Dan Small about upgrading to FP’s new digital meter, the ultimail system. Small was reluctant at first even though his current meter had been retired by the USPS in 2002. The USPS allows postage to be loaded into a retired meter at the local post office, as long as a certified letter from the USPS states that the lease has not expired.

“There was still a year to go on my lease, and I was not concerned about replacing the machine before then,” Small explains. “With the excellent service Tri-State was providing and the comfort level I already had with our FP system, I wasn’t looking to upgrade in the near term.”

With the help of Tri-State Mailing Systems, Schrecker Supply—like many small and mid sized businesses—learned how the new digital meters from FP could solve their mail processing headaches and help them effectively support and protect business-critical documents.

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## Solution

Tri-State Mailing Systems showed Small a demo of the FP ultimail 60, designed with the lower volume mailer and small business owner in mind. The FP dealer was also able to work out a deal for Schrecker Supply that would install the new postage meter and scale without losing any money on the current postage meter lease. Small agreed that it was time to upgrade. Within two days, Tri-State Mailing Systems installed an ultimail 60 model—just in time for Schrecker Supply’s next statement run.

Because this ultimail system can process up to 60 pieces of mail a minute—larger units can process up to 115 per minute—Schrecker Supply immediately realized significant productivity gains. The new system processed three to four times the number of envelopes without stopping, saving an hour and a half per run.

“The digital postage meter’s ability to quickly process bundles of mail without interruption is nearly flawless,” Small says. “That’s a significant savings in the time it takes to process different stacks of statements and monthly mailers that require various postage rates. Our ultimail 60 system makes it really easy to switch back and forth from a 37 cent rate run to a higher rate run and then back again.”

The ultimail’s quiet operation was also important to office staff productivity. Because the postage metering system is located in the main office, quiet operation is essential. The new digital meter is so quiet Schrecker staff can converse with customers on the phone without noise interference.

“Everyone loves the ultimail system and that’s a big advantage to the upgrade. FP Mailing Solutions developed the whole idea of the flexible, easy-to-use small to mid-sized business focused digital postage meter and it shows,” Dan continues.

The ultimail has a pre-select counter that allows users to meter a preset number of letters at one rate, automatically date and seal the letters and affix correct postage. Schrecker Supply gained greater control over postage costs and can be certain that each piece of mail receives the correct postage.

The ultimail’s Smart Chip technology reads how much ink remains in the cartridge, alerting users that the system is running low on ink, or needs a new cartridge. The chip technology also allows Schrecker Supply to affix one of 8 holiday greetings or change the greeting to an advertisement. The company uses the already integrated 5-pound scale but can easily upgrade to one that can handle larger packages when needed.

Also, since the ultimail system is one of the new digital information-based indicia program (IBIP) compliant postage meters, its digital technology meets the latest United States Postal Service (USPS) standards for efficiency and security. Therefore, the new digital meter provides Schrecker Supply with greater postal security and the ability to minimize any downtime.

*Schrecker Supply Company is a business materials and industrial maintenance supply provider. For more information, visit [www.schreckersupply.com](http://www.schreckersupply.com) contact Terry Schrecker at 270-684-6244.*

*Francotyp-Postalia (FP Mailing Solutions) is a global mailroom solutions provider, meeting the needs of small, mid-sized and large organizations. FP Mailing Solutions is known for its technologically advanced equipment, superior customer service and excellent pricing. For more information, visit [www.fp-usa.com](http://www.fp-usa.com) or call 800-956-6465.*

*Tri-State Mailing Systems, Inc. is office equipment and exclusive FP Mailing Solutions product dealer, serving the entire state of Kentucky, Southern Indiana, Southeastern Illinois, all of Nashville Tenn. and all counties east of Nashville, or approximately 50% of Tennessee. For more information, call Jim Henry at 270-683-9249 or 800-264-1450.*