

From Start to Finish: Austin, Texas Direct Mail House Delivers Turn-Key Solution for Customers' Mailing Needs

Founded in 1991 in Austin, Texas, as a marketing and public relations firm, Schulz and Co. grew quickly and soon realized the demand for a direct mail house. Eleven years later Schulz and Co. is a thriving direct mail company serving a variety of industries, including banks, auto repair shops and law firms.

Round Mailing Systems, the FP Mailing Solutions mailroom equipment provider in Austin, has been the mailing systems vendor of choice since Troy Schulz started his business. "Round Mailing really helped me get started in this business," says Schulz. "I bought my first inserting machine from them and they have been partners in the growth of my business ever since. I explain to them what I need, and I can trust that they will find the right equipment."

Customers know that they can rely on Schulz to handle their direct mail, whether they have 10,000 or 100,000 pieces. And because the company can do the job from start to finish, including collating, folding, inserting and mailing, companies know all they have to do is provide a mailing list and printed materials and Schulz takes care of the rest. The company processes and mails self-mailers, flyers, marketing pieces, legal notices and postcards. Clients can either bring in a mailing list or, for direct mail marketing pieces, Schulz can provide a list, which it purchases from mail list companies.

Schulz uses FP Mailing Solutions' FPI 3030 and the KS 45 inserters and an FP Mailing Solutions bin collator and multifeed. Designed for performance and flexibility, the KS 45 is a fast and compact system that uses minimal floor space, can handle items up to ½ inch thick paper, and can fill up to 3400 envelopes per hour. The machine can accommodate all kinds of materials, from single sheets to catalogues and magazines, and envelopes up to nearly 14 "x 14".

The FPI 3030 is designed for large folding and inserting jobs and features three multi-functional feeders that can process different sizes of documents and envelope-sized enclosures. The system's interactive display allows the user to individually program up to nine different jobs. In addition, the multiple tray "swap mode" gives the unit maximum productivity for continuous automatic operation.

With only six employees, it is critical that Schulz operates as efficiently as possible. "Prior to purchasing the FP Mailing Solutions machines, we were doing everything by hand," says Schulz. "These machines have greatly increased our productivity. It took three people and double the time to complete a job. Whereas, now, it only takes one."

Founded in 1991, Schulz and Co. is a locally owned direct mail company based in Austin, Texas. , For more information contact Troy Schulz at 512-459-8926, or schulzco@austin.rr.com.

Round Mailing Systems was formed in 1986 with a mission to provide prompt service and quality mail equipment and service to Austin and its surrounding area mailers. Owner Rob Wilson has more than 20 years experience selling and servicing mail center equipment. For more information contact him at 512-280-1451.

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.

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