

Direct Mail Printing

Success Profile

FLEX MARKETING

Flex Marketing Delivers High Quality, Full Color Marketing Materials at Exceptional Speed and an Affordable Cost

Based in Birmingham, Alabama, Flex marketing has been in business for over 35 years. During that time, the company has evolved from offering mail house capabilities to providing a full range of marketing and communications services, including the design and production of direct mail, corporate identity programs, and a wide variety of marketing collateral.

Lisa Thompson, president of Flex, says, "Our roots are in mailing, but our focus today is all about providing clients with services that effectively communicate their message and support a positive return on their marketing investment. We needed a solution that could help us keep pace with this effort. The WEBJet™ 200D continuous feed digital press is that solution. This machine gives us a way to print high-quality, full-color marketing materials at exceptional speeds and an affordable cost."

The Super Web 200D press is a next-generation ink-jet press using Memjet VersaPass™ print engines and water-based Ink for exceptional speed and resolution. It is designed to provide an expanded range of capabilities to handle the challenges and opportunities associated with being a successful marketing service provider.

Using the features of the WEBJet 200D means that, even for short runs, Flex never has to choose between quality and cost efficiency. The WEBJet 200D produces a wide color gamut that Flex needs to translate its vibrant designs into print. Moreover, the company can leverage the variable data capabilities of the press to add more personalization to its customers' communications.

The WEBJet 200D also includes functionality that saves time and resources in the Flex operation. While printing 2-up, the machine has an in-line perforating unit that enables the finishing of jobs to be done directly on the press. At speeds of up to 520 fpm (158 m per min) the WEBJet 200D can print 2-up, duplex, perforate, hole punch, slit and merge and stack the jobs at rated speed.

"Using the WEBJet 200D, it now takes us a quarter of the time to print jobs that offer incredible, vibrant color at 1600 x 1375 dpi. The speed and quality of this machine enabled us to transition from pre-printed shells to white paper in full color, all while enjoying an incredible cost saving," continues Ms. Thompson.

Eric Owen, general manager at Memjet Memjet, says, "When we developed our high-speed, digital color imaging technology we wanted to transform how print gets produced. Working with partners like Super Web and now Konica Minolta, we can deliver on that goal. Today, companies like Flex have access to the speed, ease of use and low cost of ownership they need to pursue new segment opportunities and expand their business."

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Lisa Thompson
President,
Flex Marketing

