

SUCCESS STORY IV:

Automailer 5 Plus

Dove Mailing finds fulfillment with Automailer 5 Plus.



SITUATION

Dove Mailing, Inc., located in Atlanta, Georgia, is one of the largest lettershop/fulfillment businesses in the state of Georgia. With 40 employees on two shifts per day, they handle a variety of mailings for their clients including statements, invoices, annual reports, catalogs, newsletters and more.

NEED

Having used the PFE Automailer 3 for the last six years, Harvey Newton, owner of Dove Mailing, knew it was time to look for a more robust, production folder/insertor with newer technology to handle the ever increasing demand for quick turnaround and to remain in a leadership position. He wanted a machine that was reasonable in cost, intelligent,

SOLUTION

flexible, and easy to set up. The ability to handle rapidly increasing volume was also a requirement.

After looking at equipment from Pitney Bowes, Böwe Bell + Howell, and PFE, Harvey chose PFE's Automailer 5 Plus. "We handle a variety of jobs and needed a fully automated folder/insertor that required minimal operator intervention at a cost that was justifiable," Harvey said. The Automailer 5 Plus fit the bill.

"Because this is a PC-based system, changeovers are fast and easy. Most can be handled by the operator in just minutes using touch-screen technology," according to

OUTCOME

Mark Easterwood, Sales Representative at PFE. "Harvey wanted to keep up to date with technology and he has with the Automailer 5 Plus."

Dove Mailing continues to meet and exceed their clients' expectations for quality and service. They are so happy with the Automailer 5 Plus and the service that they receive from PFE, that they have become a live demo site for prospective customers. "There's nothing better than a third-party endorsement. They have been instrumental in helping us sell other Automailer 5 Plus's across the country," says an equally happy Mark Easterwood.

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See what PFE can do for you.

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