

SUCCESS STORY III:

Automailer 5 Plus

Insuring fast and easy mailings for First American.



SITUATION

First American Property & Casualty Insurance, in Santa Ana, California, provides insurance policies for homeowners, and offers commercial insurance products to businesses and lenders. They mail out over 25,000 pieces each week including policy renewals, cancellation notices and quotes to prospective customers. The mailings range from one to five sheets, folded and inserted into a number 10 envelope.

NEED

First American's parent company, First American Corporation, pursues an aggressive acquisition strategy, acquiring over 187 companies in the last 10 years. Some of these acquisitions have led to greatly increased mailing volume for First

SOLUTION

American Property & Casualty. The folding/inserting equipment they were using was PFE's Automailer 2, which is rated at 3,500 inserts per hour. The mail just wasn't moving as quickly as they required. "We needed a system that could handle our increased demand and one that was more automated so we didn't have to set up so many things by hand," said Ruben Ramirez, Mail Center Production Manager with First American.

Due to the extremely positive history with PFE for both equipment and service, First American didn't bother looking at any other company's equipment. Jim Gonthier, System Specialist II at PFE Inc., recommended the

Automailer 5 Plus, which processes over 8,000 inserts per hour and automatically sets up and runs specific jobs at the touch of a button. When First American saw what the Automailer 5 Plus could do, how easy it was to learn and use, and that it fit in the limited amount of space they had available, they were sold.

OUTCOME

First American is very happy with the Automailer 5 Plus, and why not? Along with quality engineering, flexibility and durability, they're getting their time-sensitive materials out faster and easier. And, as their company and mailing volume continue to grow, Ruben says, "We might just have to get two of everything!"

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See what PFE can do for you.

1-800-949-7334

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