



Kirk-Rudy's Phoenix printer enables Action Mail to generate more revenue and increase their customer base by offering a "One Stop Shop"

Summary

Customer Profile

Action Mail- founded in 1996 by Ron Lazarus is a full-service direct mail marketing & fulfillment facility in Escondido, CA.

Dealer Profile

Sam Deluca & Mailers Engineering have been a valued Kirk-Rudy dealer in southern California for over 30 years.

Challenge

Action Mail needed a printer that could print the IMB barcode required by the USPS to qualify for automation prices since their existing MCS array printer did not have the capability.

Solution

Working with Mailers Engineering and Kirk-Rudy, Action Mail purchased the KR Phoenix inkjet printer

Benefits

- Able to print IMB barcode, QR codes plus option for so many other barcodes if needed
- Ability to print on more types of substrates, even laminated cards helped generate more revenue and increase customer base by offering a "One Stop Shop"
- Easy job setup, faster print speed, & less downtime cut Action Mail production time in half

Action Mail is a full-service direct mail marketing and fulfillment company in San Diego, CA. Founded in 1996 by Ron Lazarus, Action Mail has outgrown their print and mail services facility three times over the last 13 years & in 2008 purchased their own free-standing building in Escondido. Action Mail has been a valued customer of Kirk-Rudy's dealer, Mailers Engineering for many years. Action Mail was formerly a Buskro user but over the years realized the advantage & value of Kirk-Rudy's equipment coupled with the service and support of Mailers Engineering was a better option.

With the USPS every changing requirements in order to qualify for automation prices Action Mail was faced with finding a printer that would print the IMB barcode since their existing technology did not have that capability. Mailers Engineering and Ron had a discussion about the new Kirk-Rudy Phoenix ink jet printer that would not only give him the ability to print the IMB barcode plus others but could differentiate Action Mailing from the rest of the general mail shops in his area. Due to the growing popularity of customers wanting to print on more difficult coated substrates in the market place Ron agreed that the Phoenix's UV printing capabilities could set him apart from most of the competition.

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We have many more options with the KR Phoenix printer than we did with our MCS array printer. We are able to print on any number of substrates, we cut our production time in half and were able to generate more revenue & increased our customer base by offering a One Stop Shop, setting us apart from our competition”. - Ron Lazarus, Owner

