



BÖWE BELL+HOWELL

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Mail Consolidator Discovers the Perfect Inserting System

Skymail's consolidation of inserting technologies leads to gripper-arm-based Enduro

The productivity challenge

Skymail International began in 1995 as an international mail consolidation service operation in owner Mike Jones' garage in Salt Lake City. After adding presort capabilities in 1996, Skymail subsequently expanded its services to include metering and inserting.



Over the years, Skymail acquired a varied assortment of mail processing equipment at its expanded facility.

Operators had to adjust to the quirks and capabilities of each specialized machine. Likewise, various equipment manuals and service telephone numbers had to be tracked down whenever one of the machines acted up.

CEO Mike Jones, in looking to ensure the strength and future growth capabilities of Skymail, tasked his operations management with analyzing the best path for his company to prepare to meet the flexible needs and service quality standards that Skymail has become renowned for. After months of due diligence and internal discussion, Mr. Jones made the decision to move toward equipment in which he was confident he could continue to provide the highest quality service and flexibility to his customers, thus his decision to purchase the Enduro® inserting system.

According to Operations Manager Matthew O'Connor, "We're extremely pleased that we switched from all other inserters, including Pitney's Flowmaster, to the Enduro," he added. "Implementation of our Enduros has been phenomenal, and I think this partnership has been very successful."

Faced with increased competition and taxed capacities, company managers surveyed the situation and decided

on a radical course of action – they would abandon much of the old, specialized equipment in favor of new inserting systems that offered more flexibility and throughput.

The Swiss army knife of inserters

Skymail's research eventually led them to BÖWE BELL + HOWELL's Enduro inserting system. "We liked their Swiss-army-knife approach," said O'Connor, "with modular systems that could be configured to accommodate virtually any job."

The Enduro combines BÖWE BELL + HOWELL's renowned gripper-arm inserting technology, the KOMPOS™ control system, and the BÖWE Interactive Control and Operating System (BICOS™) interface. It was the combination of the features and functionality of the Enduro system that sealed the deal for Skymail. The company liked the Enduro so much, they purchased three six-station systems and one eight-station system.

One of the main strengths of the Enduro inserting system is its modularity, providing multiple configuration options to meet requirements of the job. Since it adapts to all other available BÖWE BELL + HOWELL modules, incompatibility is not an issue.

The Enduro inserting system is based on the same gripper-arm technology that powers more than 10,000 BÖWE BELL + HOWELL inserters worldwide. However, a number of design improvements now provide enhanced material processing control and increased net throughputs. Material capacity has increased for each insert station, enabling the stacking of inserts up to 18 inches. Additional insert stations can be configured as backup stations, which allow operators to load the same insert in several stations.

“Cycle speed, reliability, and world-renowned consistency is only part of what customers love about Enduro,” said Gordon Galloway, business manager with BÖWE BELL + HOWELL. “Built-in mailpiece tracking in combination with our new BÖWE One® software suite makes Enduro the perfect solution for practically every application.”

Primary applications for the Enduro inserting system include statement/billing processing, 1-2 up cut sheets or continuous forms, letter fold, page counts from 1-16, jobs with a wide range of inserts, high-integrity requirements, and a range of envelope sizes.

Integrity assured through continuous tracking

Another major selling point, according to O’Connor, was the Enduro inserting system’s high integrity. “The real gain for us was in the reading technology. We added BÖWE BELL + HOWELL’s JETVision® module, and programmed in every customer we have. Now we can incorporate any reading format, something our old machines just couldn’t do.”

A great partnership

As with the implementation of any new system or equipment, there is an adjustment period where staff encounter a learning curve before getting up to speed. According to O’Connor, BÖWE BELL + HOWELL’s service team dramatically shortened the learning curve and did not hesitate to train any operator, on any shift, at any time.

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P.O. Box 14986
Research Triangle Park, NC 27709-4986

For more information on BÖWE BELL + HOWELL,
please call 800-220-3030, email us at
marketing@bowebellhowell.com or visit our
website at www.bowebellhowell.com