

## CUSTOMER SUCCESS STORY



### Best Mailing Services, Inc.

“We had an increasing need to review our print production processes due to the volume we were seeing. Ricoh came to us with a product, the DDP 92, that allowed us to almost triple our production capacity per hour while reducing our costs.”

*James LaPrade, President*



#### Company Profile

*Best Mailing Services, Inc., is a nationwide service provider of high quality direct mail and printing services. Based in Virginia, and with over 32 years of experience, Best Mailing offers turnkey solutions for direct mail marketing programs. The company additionally provides complete lettershop services, printing, data processing, statement and invoice printing, warehousing, fulfillment, and a full-service presort bureau.*

#### Cost-Effective Check Printing

Satisfying its customers is a core value at Best Mailing Services, Inc., so when a customer asked the company to take on bank check printing Best Mailing was happy to oblige. The company has now made check printing—a task demanding speed, efficiency and exacting quality—one of its specialties.

However, when Best Mailing began the process over three years ago the company quickly realized the existing equipment was not up to the task, and could not match up to the growing volume of business.

“We had an increasing need to review our print production processes due to the volume we were seeing,” noted James LaPrade, president of Best Mailing Services. The company needed a cost effective way to ramp up capacity, but its existing cartridge-based laser printers were too slow and costly to handle the volume of checks required.

It was clear that a solution was needed to remedy the situation, and Best Mailing was open to change. "Ricoh came to us with a product, the DDP 92, that allowed us to almost triple our production capacity per hour while reducing our costs," said LaPrade.

## Beyond Speed and Cost

Other mission-critical factors, beyond throughput speed and operating cost, also needed to be carefully weighed, as check printing requires a high degree of accuracy, precision and consistent MICR printing capabilities.

"The print tolerances are extremely tight—with less than a 1/32 of an inch movement, which is very desirable in printing checks," stated Leif Aagaard, vice president of Best Mailing Services. "We can print edge-to-edge on both sides of the paper; the intensity of the MICR toner is excellent." After reviewing options from other vendors, LaPrade and his team decided the Ricoh DDP 92 production printer was a viable check printing solution, and one that would pay for itself in just two years.

Because checks are only a portion of the jobs run each month, Best Mailing needed a versatile digital press for the many other applications its customers require. They found the DDP 92's versatility a good fit for those applications, too. The DDP 92 supports paper from 16-lb bond up to 110-lb index and 12x18 inches, and features a variety of options for duplex printing, cover sheets, folding and multi-position stapling.

"We've been able to go out and sell a variety of different jobs because we can run a wide range of paper stocks, thicknesses and lengths through the DDP 92 that we couldn't run with the equipment we had previously," noted LaPrade.

After reviewing other options, LaPrade and his team decided the Ricoh DDP 92 was a viable check printing solution that would pay for itself in just two years.

On the shop floor, Best Mailing's equipment operators benefit from the DDP 92's web interface, as it lets them change job options remotely while the equipment is running. The DDP 92 features bi-directional print drivers with a graphic user interface (GUI) that provides complete printer control right from individual workstations, rather than limiting it to the operator console. This is an important element in keeping multiple jobs on schedule in Best Mailing's busy facilities.

## Confidence

Like any other savvy print provider, Best Mailing tested the Ricoh DDP 92 before buying. "Ricoh has a total commitment to document management and did extensive testing to find the total solution for us," confirmed Aagaard. "Best of all, they did it without interrupting our day-to-day operations."

Mr. LaPrade shares his colleague's enthusiasm: "We are very pleased with the relationship we share with Ricoh. Investing in the DDP 92 is one of best decisions we've made. Ricoh is a trusted partner, and its products and services continue to evolve along with our business. We look to Ricoh to meet our future requirements, and to remain a valued partner."

Customer Driven Printing Solutions

**RICOH™**

[www.ricoh-usa.com](http://www.ricoh-usa.com)

5 Dedrick Place • West Caldwell • New Jersey 07006 • 877-212-6064