

HP Technology Powers “Supercharged” Nashville Lettershop

Caldwell Mail Advertising Flourishes with RENA Systems’
Inkjet Addressing Systems—and HP Under the Hood

Amid growing demand for its printing and mailing services, and with a longstanding reputation for integrity and high-caliber customer service to uphold, 85-year-old Caldwell Mail Advertising can’t afford to risk its track record on equipment that “almost” fits the bill. For over a decade, Caldwell has turned to RENA Systems to provide the right tools that will enable the company to satisfy its customers’ exacting requirements quickly, accurately, on time and in line with budget constraints. Steven Watson, Operations/IT Manager and spokesman for the Nashville-based company, points to an increasingly

automated business model, developed in collaboration with RENA Systems, as the primary factor responsible for its triple-digit growth over the past eight years.

The \$2 million company currently operates RENA Systems’ Envelope Imager XT 3.0 Inkjet Address Printer with 3” print height. The new system, which replaces an XPS 90 Inkjet Address Printer, also from RENA, carries three HP inkjet heads, can accommodate up to six HP 45A-style high-capacity cartridges, and boasts an operating speed averaging 16,000 pieces per hour for the type of work Caldwell performs.

For high-volume, long-run work, Caldwell utilizes a RENA Systems XPS-ProMail 4.0 Console Inkjet System (4” print height) with a tabber and 8000W IR dryer. The XPS-ProMail 4.0 contains four HP inkjet heads, holds up to eight HP 45A-style high-capacity cartridges, and boasts a duty cycle of 240 million pieces. “We acquired the 4.0 system eight months ago because of the volume and type of jobs we were being asked to complete in the 15,000 to 120,000 range, and for which we needed a fast, versatile, heavy-duty machine that was also super-reliable.” What he likes best about the labor-saving machine, Watson says, is



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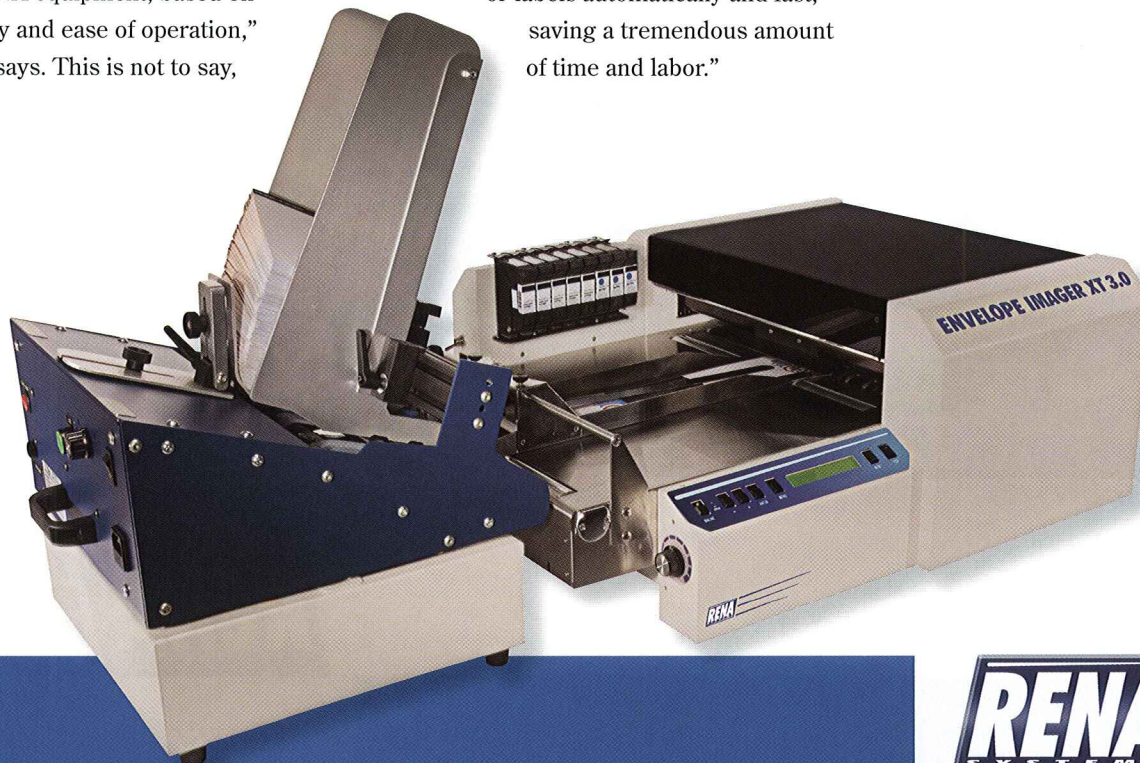


the fact that it applies up to three tabs at 28,000 pieces per hour, inkjets up to four inches of print and dries it, if necessary, all in a single pass—and all in presort order. As for consumables costs, Watson points out that both RENA machines run off the same ink and tab rolls. While the tab rolls are “slightly more expensive than they used to be,” Watson says, each roll contains 40,000 tabs, compared with the boxes of 30,000 in five rows previously, for a net savings on consumables and less time for reloading tabs.

Caldwell Mail chose the RENA machines based on their ease of operation, and because the company already was familiar with RENA's line of equipment. “We have achieved a certain comfort level with RENA equipment, based on reliability and ease of operation,” Watson says. This is not to say,

however, that the RENA machines don't continue to prove their worth on a daily basis. The company uses both RENA machines to produce postcards, No. 10 envelopes, 9×12” and 10×13” envelopes, catalogs, magazines and bubble mailers on a schedule that typically calls for turnaround in 24 hours or less. Watson is especially enamored of the XPS ProMail 4.0, which hit the ground running with a challenging project virtually out of the box. “The day after we bought the 4.0 machine, our customer asked us to inkjet and put on a pre-cancelled stamp on 60,000 direct mail pieces,” he says. “Previously, we would have had to place the stamps by hand, but our new RENA machine was able to do it in a single day, using rolls of stamps, 10,000 to a roll. The machine tabs and affixes stamps or labels automatically and fast, saving a tremendous amount of time and labor.”

Established in 1923 and woman-owned since 1928, Caldwell Mailing & Printing employs seven full-time staff and several part-timers, and operates on a one-shift, five day per week schedule. Thanks, in part, to the speed and efficiency of the RENA systems, overtime is rarely a factor. While the company serves a primarily regional clientele, its market reach is broadening steadily as word of its enhanced capabilities continues to spread. Caldwell also runs a digital printing facility equipped with HP Laserjet 9000 printers and 9500 LaserJet printers as well as a Konica Minolta BizHub 6500.



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