

Print+ Messenger™

# Open up a world of results.

Envelope printing solutions



# Transforming results with color.



**are more likely to open a mail piece with color text and graphics on the front before opening pieces with no headline or graphic.**

**Source:** Leflein Associates Mail Openability Study

## No one discards a piece of mail without first looking at the envelope.

Studies show consumers are more likely to open mail if it has color graphics on its envelope. Tap into that behavior and drive greater response with the BlueCrest Print+ Messenger™ inkjet printing solutions.

Now, you can print high-quality, full-color personalized messages and graphics directly on envelopes. This gives you immediate advantages:

- Deliver personalized, relevant messaging
- Generate revenue
- Lower operating costs

## Turning ordinary envelopes into extraordinary mail pieces

The Print+ Messenger solutions eliminate the need to use anything other than plain white envelopes or business reply envelopes, which:

- Reduces storage costs
- Streamlines application changeover
- Allows commingled mail

You can personalize messages down to each individual envelope. With high-impact color and graphics, your mail piece delivers a great first impression before it's even opened.

## Maximizing your speed and control

At production speeds of up to 26,000 pph, variable, full-color text and images are printed inline within the inserter workcell. The Print+ Messenger solutions are highly scalable across production sites, easily accommodating multiple business systems and document owners. Changes can be made within hours, giving you the ability to truly maximize time.



## Improving quality, speed and control

- **Intelligent print transport:**  
Provide consistent print quality for highly variable applications without changing your current workflow
- **Quick drying inks:**  
Dye-based inks create vibrant images and high-quality native barcodes without the need for a dryer
- **Barcode image quality:**  
Meet stringent USPS® Intelligent Mail® standards
- **Digital workflow tools:**  
Take control with soft proofing, remote job layout, preflighting, and job mail merge support

# 65%

of people who received direct mail made a purchase or responded.

Source: Exact Target

# Integrating marketing concepts and business solutions.

## Where industry-leading support meets successful outcomes

BlueCrest offers world-class support and comprehensive services that optimize your Print+ Messenger investment. You can count on BlueCrest Global Services to address your unique operational needs.

- Leverage the proven skills and expertise of our dedicated global team for best-in-class installation, integration and implementation services.
- Achieve optimal performance with industry leading technical and maintenance support.
- Ensure maximum system uptime through real-time insights and predictive analytics that enable our global experts to make informed decisions and quickly resolve performance issues.

### Marketing Portal:



Order



Create



Apply



Deliver



#### Idea generation:

Target each client

- Location
- \$\$
- Basic/Silver/Gold

#### Create content:

- Template
- Messages (variable)
- Images (variable)

## Move from insight to action faster with Clarity™

Gain transparency across your print and mail operation with intelligent insight to help drive maximum operational performance, efficiencies and cost savings. Adding Clarity to your operation enables predictive and collaborative course correction with greater insight into the interaction between machines, jobs and operators.

- Gain precision in your decisions with 24/7 visibility.
- Understand the root cause of operational issues across system, workcell, operators or workflow.
- Optimize capacity planning to meet SLAs.
- Meet stringent requirements for regulatory and data security.



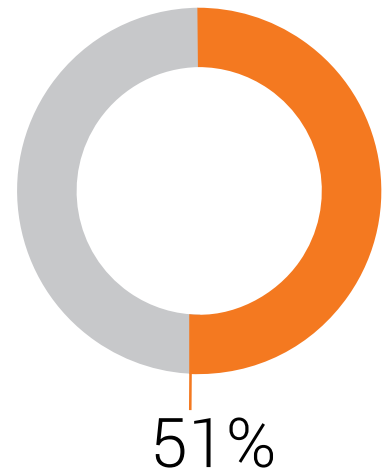
# Print+ Messenger drives operational performance.

We've designed the Print+ Messenger™ Color or Monochrome Inkjet Printing System based on our understanding of high production mail, and more importantly, on your needs.

Built-in intelligence makes it easy for you to produce high-quality, vibrant images. That's done by dynamically adjusting the distance between the print heads and each envelope. Our custom-formulated, fast-drying ink eliminates the need for a dryer, and the system's self-servicing features require minimal inserter-workcell expertise. You'll maximize your investment and your results.

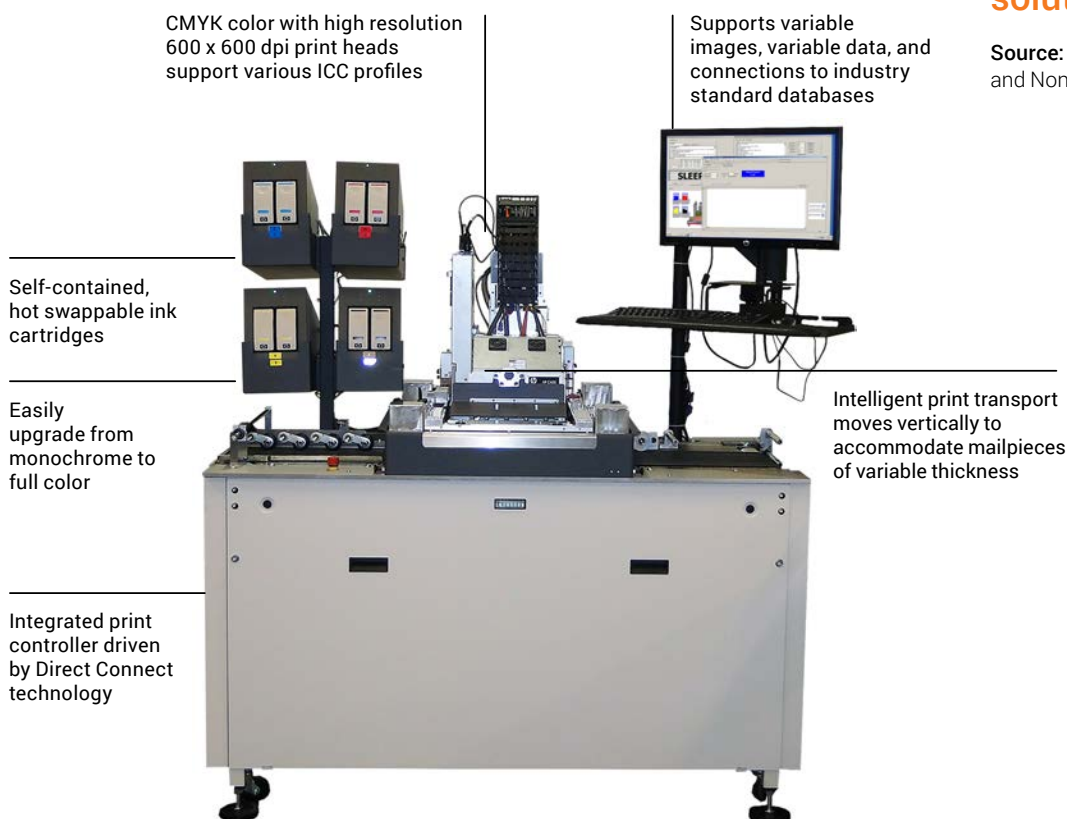
## Specifications

|                                                |                                                                                                                  |
|------------------------------------------------|------------------------------------------------------------------------------------------------------------------|
| <b>Mailpiece size:</b> letters or flats        | <b>Print image height:</b> 4.25" Length min: 6.5"                                                                |
| <b>Length max:</b> 13"                         | <b>Print speed:</b> up to 26K for #10 envelope                                                                   |
| <b>Height min:</b> 3.75"                       | <b>Drop volume:</b> 9ng (k), 6ng(cmy)                                                                            |
| <b>Height max:</b> 10"                         | <b>Ink type:</b> dye-based CMYK                                                                                  |
| <b>Thickness min:</b> empty envelope           | <b>Output resolution:</b> 600 x 600 dpi                                                                          |
| <b>Thickness max:</b> 1"                       | <b>Inserter platforms:</b><br>Mailstream Evolution™, MPS, APS™, FPS™, Epic™, FlowMaster® RS, Mailstream Wrapper™ |
| <b>Thickness variability within job:</b> 0.32" |                                                                                                                  |



of consumers pay more attention to the information they receive. Ensure content and personalization accuracy with high integrity solutions.

**Source:** Epsilon Channel Preference for Mobile and Non-Mobile



# Print+ Composer™ makes higher value communications easier.

**Merge address and postal data, marketing messages and images to create dynamic envelopes with ease.**

## Unify your production print workflow.

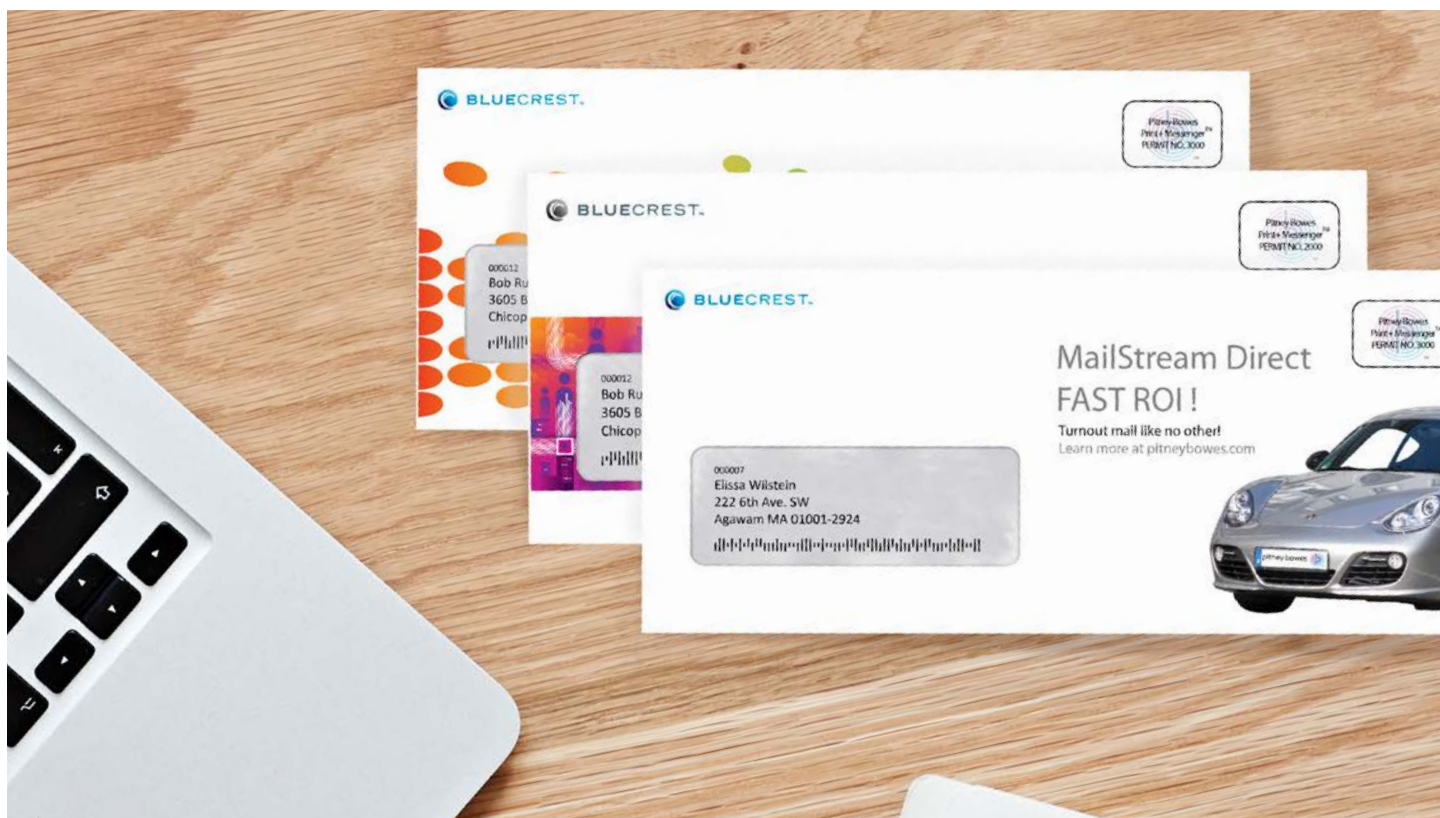
Print+ Composer PDF support option allows users to leverage their existing document composition tools, helping to streamline document and envelope workflow. Plus, the PDF support enables you to maximize CMYK image resources.

Our software loads print jobs faster, which reduces downtime between jobs and leads to faster performance.

## Flexible capabilities include:

- Simple static print jobs.
- Sequential print jobs to support generic (non-matched) mailings.
- Match mail merge capability.

- Outer Envelope design features can be maintained independently from operational MRDF process.
- Print Service improves workflow efficiency by automating the merging of address data files, template versions and image resources.
- Total Cost of Print (TCOP) Calculator quickly estimates your production cost and ink usage with one easy to use reporting tool.
- Regional and language setting.
- Optional: Innovative PDF Match leverages your existing composition tools, resources and developers with Print+ Composer software.



# Print+ Response™ helps you print more, for less.

**Leverage proven Print+ Response technology to print 100% variable remittance envelopes and inserts.**

**Drive increased efficiencies and performance in your mail operation.**

Achieve cost savings and operational benefits:

- Eliminate preprinted BRE inventories and obsolescence.
- Reduce downtime due to job set-up and changeover.
- Streamline operational workflows.
- Simplify the process of commingling multiple jobs upstream or managing small runs on a single system.

**Gain flexibility as you reduce costs.**

Use job file information to print dynamic content on remittance envelopes including logos, Intelligent Mail® barcodes

(IMb) and personalized return addresses. You can even print personalized, relevant marketing inserts.

You can minimize print costs and waste by printing remittance envelopes or inserts only when needed.

## Print+ Response Specifications

| Mailpiece size                   | Letters                          |
|----------------------------------|----------------------------------|
| Length minimum                   | 6.0" (152mm)                     |
| Length maximum                   | 9.0" (229 mm)                    |
| Height minimum                   | 3.0" (76mm)                      |
| Height maximum                   | 5.75" (146 mm)                   |
| Overall collation thickness max. | 0.32" (8 mm)                     |
| Print image height               | 4.25 (108mm)                     |
| Speed                            | Up to 22,000 mailpieces per hour |
| Ink type                         | Dye-based K (monochrome)         |
| Output resolution                | 600 x 600 dpi                    |

