



Print+ Messenger™

# Open up a world of results.

Envelope printing solutions



# Transforming results with colour.



**are more likely to open a mail piece with colour 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 colour 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-colour personalised messages and graphics directly on envelopes. This gives you immediate advantages:

- Deliver personalised, 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 personalise messages down to each individual envelope. With high-impact colour and graphics, your mail piece delivers a great first impression before it's even opened.

## Maximising your speed and control

At production speeds of up to 26,000 pph, variable, full-colour 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 maximise 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 Postal Authority standards
- **Digital workflow tools:**  
Take control with soft proofing, remote job layout, preflighting, and job mail merge support

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# 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 optimise 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.
- Optimise capacity planning to meet SLAs.
- Meet stringent requirements for regulatory and data security.





# Print+ Messenger drives operational performance.

We've designed the Print+ Messenger™ Colour 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 maximise your investment and your results.

## Specifications

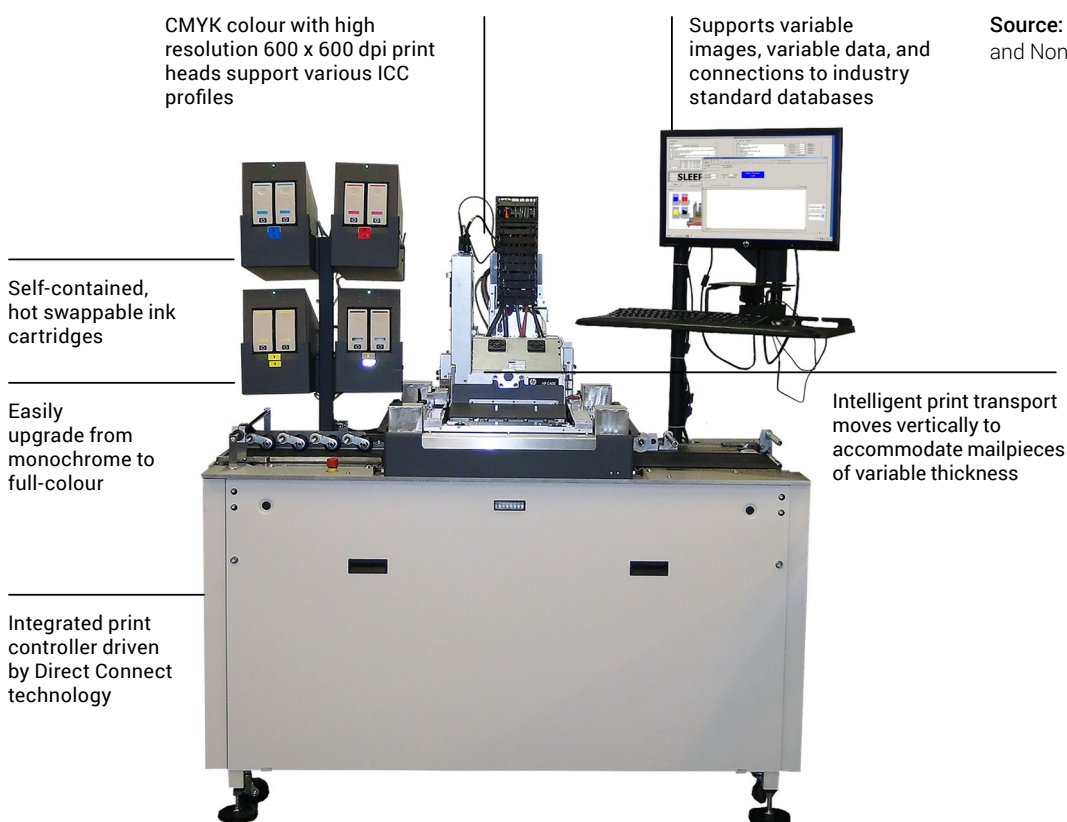
<b>Mailpiece size:</b> letters or flats	<b>Print image height:</b> 108mm
<b>Length min:</b> 330mm	<b>Print speed:</b> up to 26K/hr for DL envelopes
<b>Length max:</b> 330mm	<b>Drop volume:</b> 9ng (k), 6ng(cmy)
<b>Height min:</b> 96mm	<b>Ink type:</b> dye-based CMYK
<b>Height max:</b> 245mm	<b>Output resolution:</b> 600 x 600 dpi
<b>Thickness min:</b> empty envelope	<b>Inserter platforms:</b> Mailstream Evolution™, MPS, APS™, FPS™, Epic™,
<b>Thickness max:</b> 25mm	
<b>Thickness variability within job:</b> 8.13mm	



51%

of consumers pay more attention to the information they receive. Ensure content and personalisation 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.**

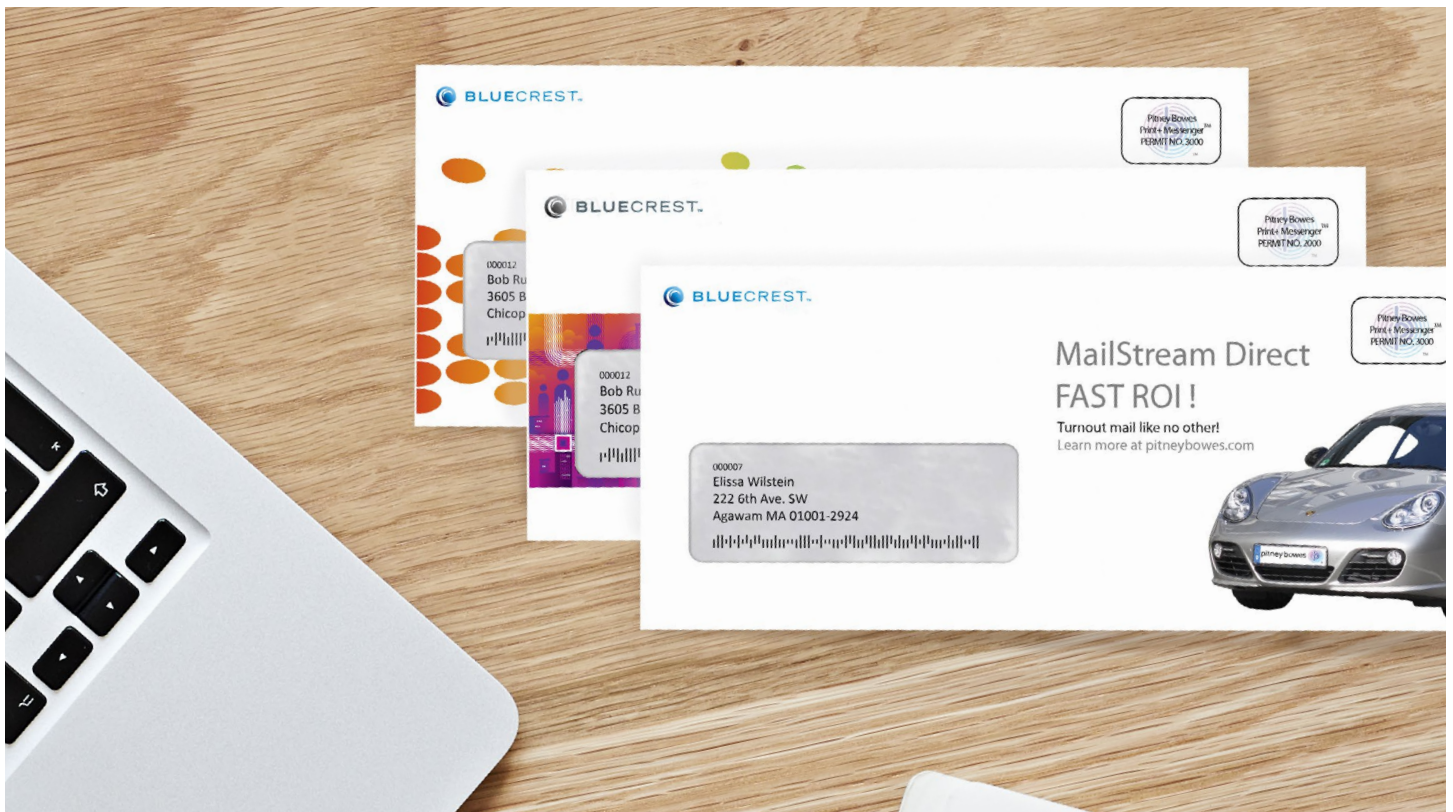
Print+ Composer PDF support option allows users to leverage their existing document composition tools, helping to streamline document and envelope workflow. Plus, the PDF support enables you to maximise CMYK image resources.

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 personalised return addresses. You can even print personalised, relevant marketing inserts.

You can minimise 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	9.5" (244mm)
Height minimum	3.0" (76mm)
Height maximum	6.0" (152mm)
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





**BLUECREST™**

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