

ADVERTISEMENT

Buskro System Tops Competition in Vertis Prepurchase Tests

Customized Buskro addressing system delivers accurate data collection, high print quality and speed

What better way to evaluate a new machine than to have similar systems from three vendors side-by-side in your own plant? Harry Sanders had the opportunity to do just that. Sanders is director of lettershop operations of Vertis Communications' plant in Bellmawr, NJ. When the company was ready to install a state-of-the-art, camera-controlled, read-and-print addressing system, an all-new system that didn't replace any of the many mailing devices he already had, the competing vendors were ready to pull out all the stops.

The result? "We tested three systems simultaneously, and the Buskro tracking system is the most advanced of the systems we tested," says Sanders.

The system was put together by Buskro (www.buskro.com), a world leader in innovative solutions for mail-and-print imaging. There were a few details of Sanders' operation that made the task a little more difficult for his vendors. The configuration had to provide stable, accurate readings from the camera-based verification system without the normal mail-base used in most such systems.

"The printing is all done on the inserter takeaway using the vacuum belt to stabilize the substrate," according to Eric Pascoe, president of Buskro. "There is no mail-base used. That was a unique aspect of this installation. It was the first time we had ever done this for this inserter type."

HP helped Buskro by acting as advisors to optimize the print quality of the Buskro print heads. "They are our heads, using their technology," Pascoe says. Print quality is a

growing concern among users of these high-speed, variable-data mailing systems, and the HP technology enables a very high level of output quality.

Lake Image of Henrietta, NY, developed the camera that performs the verification demands of the Integra Jet Vision system. The IntegraVision system acquires the data from the host document or attached card, online at production speeds. The information is sent immediately to the Buskro Compose IQ(TM) system controller, which nearly instantaneously picks out the correct record from a database and prints the appropriate fields, guaranteeing accurate results and complete reporting of records completed, not completed, duplicate or lost for total system-wide integrity.

Because of the print speed and print quality of the machine, it can be used for something as simple as an address or as complex as a customized location map based on the ZIP code of the recipient. That's an application Sanders uses frequently, and it calls for both high-resolution and high-speed output from the print heads, plus a quick response from the controller.

"It's our inkjet system, their camera," says Pascoe. The unit uses the Buskro 700 Controller, a 4" print head consisting of 8, 1/2" heads, and bulk-ink supplies.

The controller is based on a standard PC running Windows XP or Vista and has a simple user-friendly interface, a factor that helped Sanders with his decision. "The Buskro system was the most reliable and user-friendly of the three," he said, referring to his trial testing.

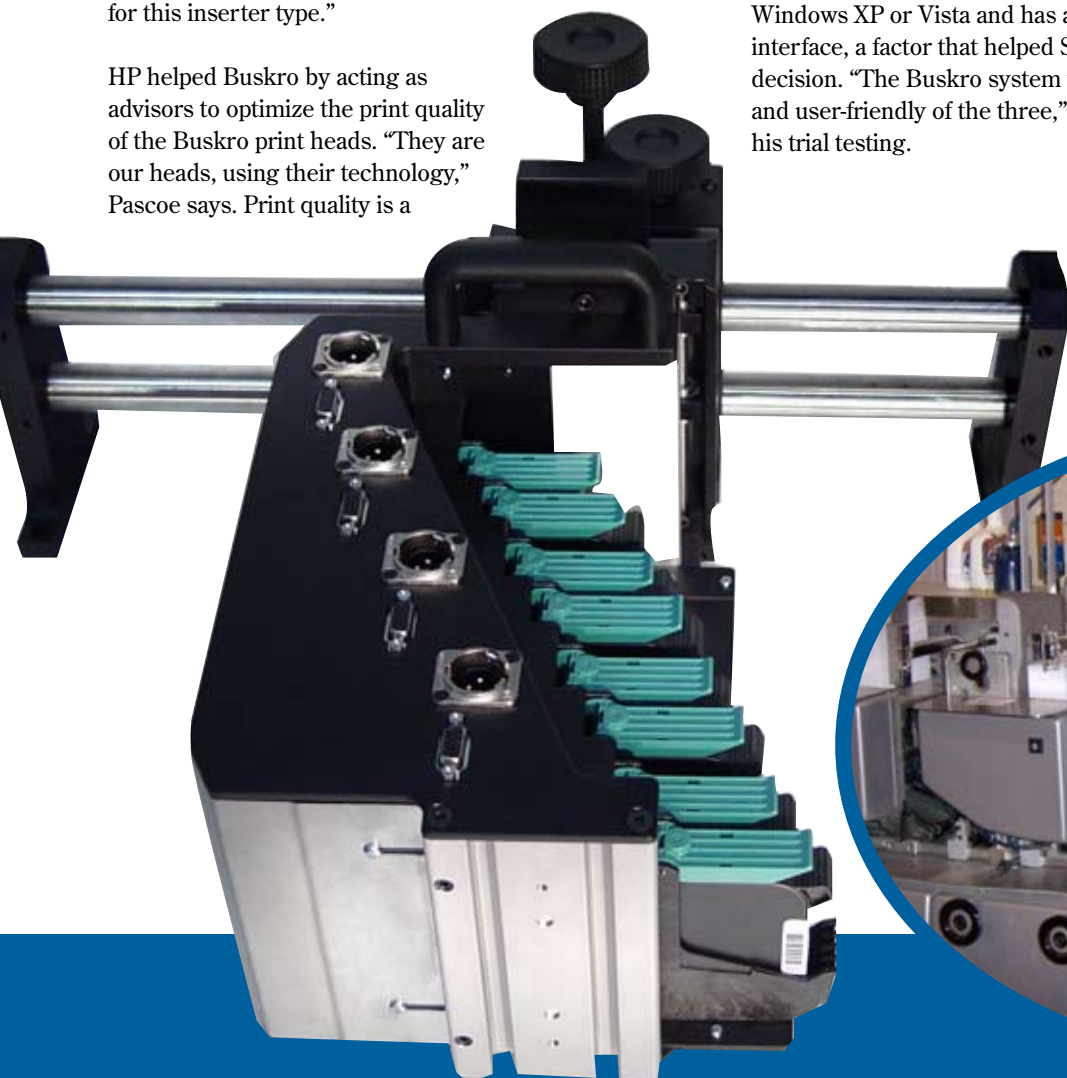
One unique aspect of the controller on the Buskro system is that it allows for individual piece tracking through asynchronous machine speeds zones. Even if the subsystems run at different operating speeds, the system can track the status of each piece in the mailing. "We buffer on a 1:1 basis, so we know the status of each piece," Pascoe says. Even if there were physical problem in the feed or delivery system, the system would track it. "We know if something has been missed." Misfeed or jams are easily reconciled by the software.

Using a CMC inserter from Bowe Bell + Howell, the unit is rated at top speeds of 15,000 to 20,000 per hour. Sanders says he regularly runs at 10,000 to 13,000 pieces per hour in production. And in his production environment, running both the insertion and tracking systems inline saved him an entire step in the mailing process.

"It's also twice as fast as a gripper-arm inserter device," according to Pascoe, "So it becomes a 2 for 1 replacement with much reduced labor."

"Buskro provided us with a special trainer onsite for four days to train on all three shifts, and a new service technician was hired for this area. [They taught us] the most effective use of the new system. The equipment enhanced our ability to support clients in key industries, including financial, nonprofit, healthcare and retail corporations."

Productivity, print quality, ease of use and solid reliability were the things Harry Sanders was looking for in his new mailing system, and Buskro provided the system to match those needs.



| www.buskro.com
BUSKRO
 Built for today | Designed for tomorrow