

## Head Designer/Engineer Named For Top Job At Buskro Ltd.

Roy Kropman was appointed President of Buskro Ltd on February 13th 2007. He has been working for Buskro Ltd. for the past 24 years and has been in charge of new product development and engineering for the past fourteen years. He succeeds Richard Hamilton, who remains in an advisory capacity during the management transition. Kropman will remain in charge of new product development while assuming his duties as President of the group's manufacturing plant situated in Pickering, Ontario.

In an interview with Mr. Kropman, he explained that there would be no major changes at Buskro and he remains committed to bringing leading-edge inkjet technologies to market. As head of engineering he has been directly involved in the design and development of Buskro's highly successful Tabber/labelers; Buskro's innovative full process color single pass Inkjet Systems; its high-speed large array Piezo and Thermal Inkjet Printers and its UV line of Inkjet Systems. He has also been in the forefront of development of Buskro's wide range of inks which include water based, solvent based, UV and process color inks.

Kropman is a mechanical engineer by training with considerable experience and knowledge within the industry. In a comment from Mr. Kropman, he says, "This is a proud moment for me personally, as I strive to continue the legacy of Buskro, to take a small family business and grow it into a successful global company. We must strive for "Quality" in all things - people, service and products. I have confidence that with the right mix of people, superior products and excellent service we will be able to make this dream a reality. I look forward to working with our partners and staff to leverage our high quality products and people for continued growth in Canada, the US, Europe, Asia and most recently in Latin America."



Roy Kropman,  
President Buskro Ltd.



### INSIDE THIS ISSUE

1. New Appointment
2. Product News
3. Are Window Envelopes a Thing of the Past?
4. Dealer News
5. Trade Show News

### SPRING EVENTS

#### Graphispag

February 19th - 25th  
Barcelona, Spain

#### Graphics of Americas

March 2nd - 4th  
Miami Beach, FL

#### US National Postal Forum

March 25th - 28th  
Washington DC

#### ACUP Conference

April 15th - 19th  
San Francisco, CA

#### On Demand

April 17th - 19th  
Boston, MA

#### Print Fest

April 20th - 21st  
Long Beach, CA

#### MFSA/NAPL Fulfillment Conf.

April 25th - 28th  
Louisville, KY

#### North Print 2007

April 24th - 26th  
Yorkshire, UK

#### Expographics

May 4th - 7th  
Mexico City, Mexico

#### Mailcom

May 8th - 11th  
Atlantic City, NJ

#### DigiShow 2007

May 29th - 31st  
Sao Paulo, Brazil

#### Andigraphica 2007

June 19th - 23rd  
Bogota, Colombia

### PRODUCT NEWS

- Launch of Eclipse a Formscan Secure read & print solution
- Intelligent Mail Barcode (IMB) capability demonstrated at Spring shows

# Are Window Envelopes A Thing Of The Past?

Buskro UK in association with Formscan have introduced a new/ready to use secure print solution aimed at reducing the use of envelopes with plastic windows as well as improving the security of mail. The new joint product is called Eclipse and was officially launched in the UK at Northprint in April 2007. Eclipse incorporates Buskro's TIJ printing system with the patented MagVision intelligent scanning technology to guarantee 100% integrity in the production of mail where closed face envelopes are matched with personalized contents.

A sealed envelope runs through a scanner, which picks up a barcode on the letter inside. The information is decoded and transferred to Buskro's Compose Software to trigger the appropriate personalised information which is imaged onto the envelope. An optional verification camera confirms the match and delivers a proof of mailing manifest. Buskro UK general manager Peter Price-Stephens said: **"The idea is to do away with envelopes that have plastic windows. It is more environmentally friendly as window envelopes can't be recycled and are also more expensive.** There is a lot of interest in the new Eclipse and it generated a lot of serious leads at Northprint. We are very

excited about this partnership as it secures our current leadership in read and print VDP applications". Eclipse also addresses security issues as window envelopes can be considered insecure if the letter is placed incorrectly. Price-Stephens said that the product was likely to target the financial sector and the first Eclipse has already been sold into a "very high profile security printer in the UK".

The information contained on the barcode includes personalised information which is imaged onto the envelope. The system is capable of printing any true type fonts, graphics and barcodes and has the unique option of printing full process color. The flatbed product can run inline at the end of an inserting line and is capable of speeds up to 40,000 envelopes an hour limited only by the speed of the inserter so it will in no way slow production speeds. MagVision is proved to read through a thickness of up to 0.4mm and should handle all standard security envelopes or a sheet of 80gsm paper.

The Buskro UK division plans to increase its marketing from this summer in a bid to win more UK customers. Buskro USA plans a joint showing of Eclipse at Graph Expo in Chicago in September. It will be introduced to Europe at Mailingtage in Germany in June.



**The Eclipse System**



**The Eclipse Scanner**

*For more information on Eclipse contact Peter Price-Stephens via e-mail at [peterps@buskro.com](mailto:peterps@buskro.com)*

# Dealer News

## BUSKRO GLOBAL CELEBRATES ITS 10TH ANNIVERSARY

Buskro International formed Buskro Global in Barbados on April 2nd 1997. It was set up to manage the world-wide sales and marketing of Buskro products outside of Canada and has responsibility for the pricing and marketing strategies and execution for the company. To mark the celebration of its anniversary Buskro Global hosted a dinner and meeting with some of its dealers at the end of March in the UK.



UK & Global Managers celebrate



Dealers and guests take a spin on the London Eye



Dealers from Japan at meeting

## BUSKRO TURNS ITS FOCUS ON LATIN AMERICA

Our new Channel Manager for Latin America has been charged with the task of building our business, finding new dealers and new business in Latin America. Gabriel Puyana is a civil engineer by training with considerable project management experience.



Gabriel Puyana

Affectionately known as Gabe, he most recently worked for the last 7 years with Böwe Bell + Howell International Ltd - Toronto, ON, Canada in the Mail and Document Finishing Technologies Division as International Sales Manager. Gabriel has already signed up Inline Technologies from Sao Paolo to be our new Brazilian dealer. He is heading up our team which are showing at Expographics in Mexico and Digishow in Sao Paolo in May and the upcoming ExpoGraphica in Bogota in June.

You may contact Gabriel Puyana via e-mail at [gpuyana@buskro.com](mailto:gpuyana@buskro.com)



Inline Technologies SP Signs with Buskro



North American Top Sales Winners get a weekends' break at the Biltmore in N. C.

## IN MEMORIAM MICHAEL SPROUL

Past President of Buskro USA passed away in Early May. Michael was President of Buskro USA from 2002 to 2005 after which he left to pursue his own business. He is remembered fondly by his colleagues at Buskro and we offer his family & friends our sincere condolences.



# TRADE SHOW SEASON

## WHAT'S ON SHOW! WHAT'S HOT!

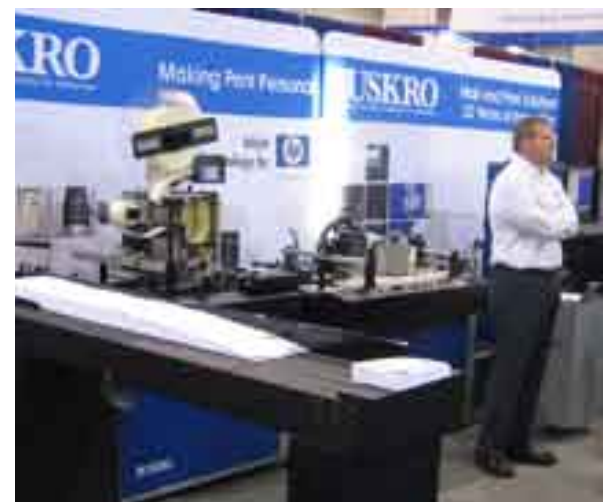
*Spring Trade Show Season has been a hectic one. Buskro have been active in a large number of shows globally.*

Along with the popular line up mailing and tabbing systems Buskro has been demonstrating it's new **Compose 8 software** featuring new IMB (Intelligent Mail Barcode - formally known as the 4-State Barcode or One Code). The new software due for release in July will give the operator the chance to import a pdf of the layout of the printed piece and select exactly where the variable printed information, trigger messages or variable graphics, barcodes and images will be placed. Once placed on the static piece it can be exported back as a pdf to the client for immediate approval and avoid any miscommunication on placement on the mailing piece. A software upgrade shall be made available so Buskro users can take advantage of these improvements, ask your sales representative for more detailed information.

Meanwhile at OnDemand and Mailcom, Buskro will demonstrate a new TIJ wide swath high quality printer called **Hyperion 8600**. With 8.5" of print the Hyperion will print a full page of variable text, graphics or images on the fly at resolutions up to 600x900dpi. The Hyperion printing system promises to offer customers very high quality at true production speeds (400 ft/min) in line or on the web. The system is in beta testing and due for delivery in late fall 2007.



Buskro's first show in Mexico at Expographica in May



The mailing line at National Postal Forum in Washington D.C. in April



Compose 8 with IMB Barcode



The team out west at Print Fest in Long Beach C.A.



Hyperion 8600 on show at On Demand



[www.buskro.com](http://www.buskro.com)  
**BUSKRO**  
 Built for today | Designed for tomorrow

**Corporate Office**  
 Buskro Ltd.  
 1738 Orangebrook Court  
 Pickering, ON  
 L1W 3G8  
 Canada  
 Tel: 905 839 6018  
 Fax: 905 839 6023  
[canadasales@buskro.com](mailto:canadasales@buskro.com)

**International Office**  
 Buskro Global Ltd.  
 Charnic Business Centre  
 Spring Garden Highway  
 St. Michael 11154  
 Barbados  
 Tel: 246 426 3817  
 Fax: 246 426 3829  
[sales@busko.com](mailto:sales@busko.com)

**US Office**  
 Buskro USA Ltd.  
 215 Southport Drive, Suite 300  
 Morrisville, NC 27560  
 USA  
 Toll Free Tel: 888 8buskro  
 Tel: 919 439 3300  
 Fax: 919 462 1185  
[ussales@buskro.com](mailto:ussales@buskro.com)

**UK Office**  
 Buskro UK Ltd  
 1 Le Flaive Business Park  
 Church Lane, Naphill  
 High Wycombe HP14 4US  
 United Kingdom  
 Tel: 44 (0) 1494 565612  
 Fax: 44 (0) 1494 565641  
[uksales@buskro.com](mailto:uksales@buskro.com)

### WRITE TO US

Buskro Quarterly is published by Buskro Global Ltd at Spring Garden Highway, Bridgetown, Barbados. Keithan Laurie is the editor of Buskro Quarterly and can be reached at [klaurie@buskro.com](mailto:klaurie@buskro.com) or 416-640-0506 ex 5.