

## 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](http://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

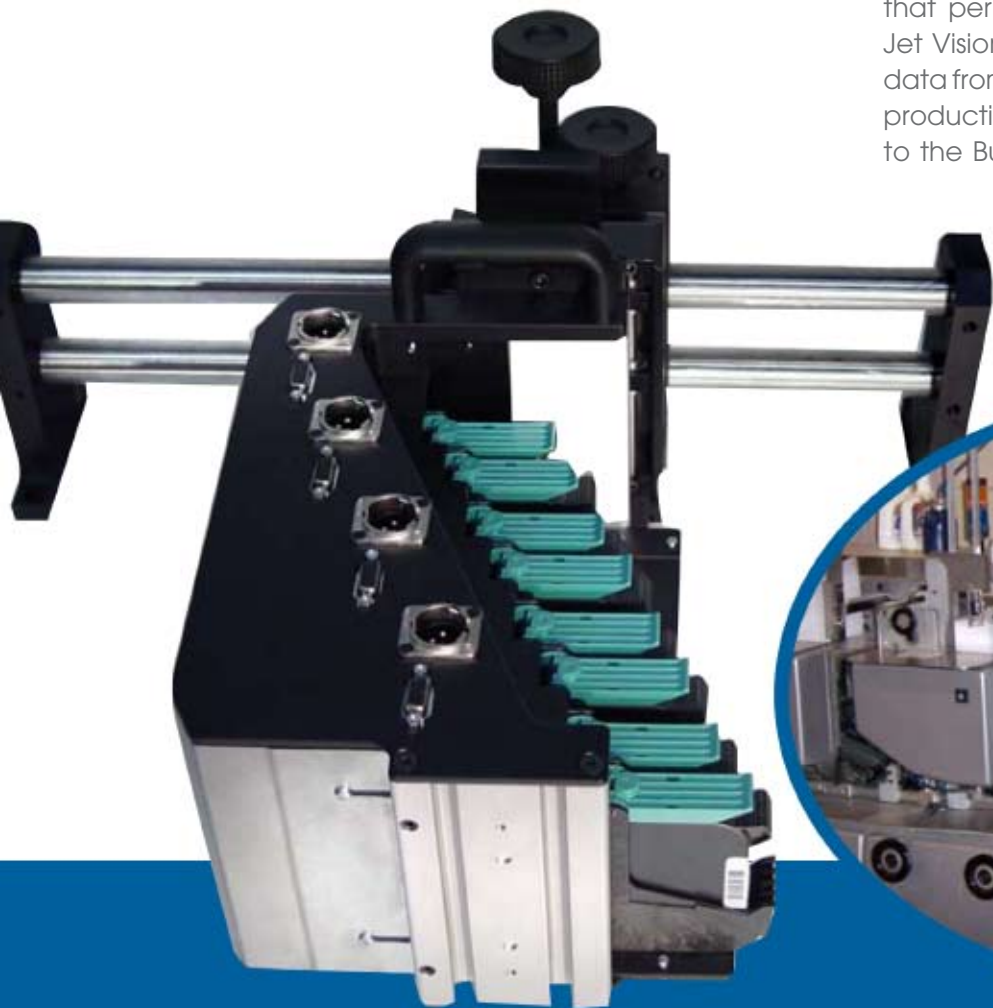
to provide stable, accurate readings from the camera-based verification system without the normal mail-base used in most such systems.

"The printing is all done on the inserter takeaway using the vacuum belt to stabilize the substrate," according to Roy Kropman, president of Buskro Ltd. "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," Kropman 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

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2. Product News
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### FALL EVENTS

#### IGAS

September 21 - 26  
Tokoyo, Japan

#### Label Expo

September 26 - 29  
Brussels, Belgium

#### Mailcom

October 8 - 10  
Las Vegas, Nevada

#### Open House Brazil

November 19 - 23  
Sao Paulo, Brazil

#### MBO Open House

November 07 - 09  
Westhaven, NJ

#### Graphics Canada

November 8 - 10  
Toronto, Ontario

### WRITE TO US

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# Product News

## COMPOSE IQ V.8 RELEASED

The latest version of Compose IQ has been released, packed with most of the features you have asked for. For the US, this is big news as Version 8 includes the new IMB (intelligent mail barcode, formally known as the 4-State barcode). Compose IQ V8 now works with both XP and Vista applications of Microsoft; has the ability to proof layouts in PDF and export directly to a client for sign off; variable PDF for graphics, on screen composition onto PDF layout and component editing. (Note PDF features are optional and require the purchase of a license).

Ask your sales representative about an early sign up offer to get you set up and running. It is important to note that Buskro will only continue to support versions 6, 7 & 8 so if you are running version 5 or lower discuss a plan for the necessary upgrades with your sales representative. In some cases customers will be moving from lock chip technology to dongles and may be required to upgrade their computers. Buskro will only support computers purchased directly from us.

For a full list of all the new features in Compose IQ V8 log onto our website and make a contact request.



Compose IQ V.8



Hyperion 8600

## HYPERION 8600

The new TIJ 3 HP 4 1/4" printhead technology was shown successfully with two printheads stitched on a roll to roll system under the brand name Hyperion at On Demand and Mailcom and officially launched at Graph Expo in early September. The new Hyperion operates at twice the speed of the Apollo TIJ HP 2.5 technology (up to 600 ft/minute) with even better quality (up to 900 dpi of horizontal resolution) and is expandable up to 17" of coverage. The bulk ink system carries two 775ml cartridges which allows ink changes "hot swaps" on the fly. This low to medium volume system is suitable for personalized black variable data on porous and some coated papers which can be integrated on sheet fed or web applications.

## ECLIPSE

The new Eclipse is a secure read and print solution created in partnership with Formscan. It has been successfully shown in Europe at North Print in the UK in May; in June in Nuremberg, Germany at Mailingtage and most recently at Graph Expo In Chicago. The Eclipse system incorporates the intelligent scanning technology of Mag Vision with the Buskro controller base and printhead technology to print personalized imaging onto a closed faced envelope. Mag Vision is able to read 1D barcode through most standard envelopes at production speeds. The big advantage is the ability to do away with window envelopes which are generally more costly than standard envelopes and are more environmentally friendly as most window envelopes cannot be recycled. The Eclipse can be used online or offline and its modular design makes it easy to add features and peripherals. Optional cameras can be added for post verification.



Eclipse



BK730 Tabber

## BK730 TABBER – Next Generation Tabber/Labeler model now available

The very popular 730 Tabber/labeler has been upgraded. We have principally improved the electronics to make this tabber much easier to integrate with other equipment, made the Interface Board RoHs compliant to get in line with Buskro's environmental compliance, and improved the thermal management which will improve the operating life of the equipment.

This version of the BK730 can also operate independently of the tabber head and therefore can be used as a transport base. It also now comes with a series of optional add-ons including a new credit card kit to place a label on a credit card; optional gap plates to correct issues with flip up on post card size substrates only (6 3/8") and an optional speed control support board which will allow system wide uniform speed control.

# TRADE SHOWS

SUMMER/FALL 2007

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

The Summer/Fall trade show season is always a hectic one. We have just returned from the largest print show in the US, Graph Expo in Chicago and will immediately be attending Label Expo in Brussels and Mailcom in Las Vegas. The big news at Graph Expo was the new **Apollo Ezejet**. The Apollo Ezejet comes with a powerful new 705 controller, the latest Compose IQ V8 software and a range of Apollo print heads capable of delivering up to 4" of high resolution monochrome and/or spot color print. The Ezejet also has an optional tracking package and bulk ink for more sophisticated read and print applications and higher production environments.

Once you are averaging over 20,000 pieces of mail or printed matter per month, you are ready to make the next step from tabletop to high speed full automation and should be thinking about the Apollo Ezejet. As part of our credo, "built for today, designed for tomorrow," you will find this new Apollo Ezejet the best long term investment ever ...you will never have to start over again! This system is fully upgradable, so once you need to start printing on non-porous substrates or need to achieve wider print coverage you can plug the 705 controller right into the Buskro 1700 series controllers and add new technologies and capabilities with ease. The best part is your staff will require little to no new training as they upgrade and there will be few redundant parts. Our modular design will let you incorporate the Ezejet with other manufacturers' feeders, inserters, transports, conveyors etc. so that Buskro can customize a full system to meet all your variable print needs. Visit our website to download a spec sheet on this new Buskro Apollo Ezejet with just 1" of print, Compose IQ V8 and the 705 Controller which start at US \$17,600 or ask your sales representative about the Introductory Special which ends on October 31st.

A highlight for many was the new **Cezanne Black Ink**. The new Cezanne quick dry ink for aqueous coated stocks and more. This dark, crisp ink is a compliment to our exclusive inks. Cezanne is created for Buskro Atlas Piezo printhead technologies. This new ink was recently shown at Graph Expo with great success even without a dryer. Ask your sales representative for samples of this new ink.

Finally, the new **Hyperion 8600** had its official launch at Graph even though it had been on show both at On Demand and Mailcom Spring earlier in the year. The Hyperion 8600 demonstrated on a roll to roll system, printed both a bingo card application with variable numbers six up on a page and also a blank roll printing a full page of variable information drawing up to 20 elements of personalized data from the database with seamless high resolution print and high speed.

Label Expo will highlight our Aurora UV system printing on die cut labels off a PFE roll to a sheeter. The Aurora will print on a high glossy stock variable information on the fly with Renoir Black Ink. The Aurora is also capable of limited spot colors. Buskro will share a booth at Label Expo with Lake Image Systems who is a partner of Buskro. Their camera systems will read and verify the unique information printed by the Aurora system. While UV printing technology is not new to Buskro, having launched the product in 2002 this is the first time we are showing this application at Label Expo which should be of high interest to that industry. Aurora is our most popular technology in Europe where it is mostly used to print on magazines and glossy print substrates. It is also very effective on plastic cards and is gaining a strong reputation in this industry.



Apollo Ezejet System



Cezanne Black Ink



Hyperion 8600

# Marketing

## PENETRATING LATIN AMERICA - New Dealers Signed In Mexico And Colombia

In our last issue we introduced you to our new Channel Manager for Latin America, Gabriel Puyana and announced the signing of a Brazilian Dealer. We are now pleased to announce the signing of a new distributor agreement with Grupo Empresarial Prepress Express a company located in Mexico City. GPPXP is a Mexican company owned by Enrique Jimenez and Gilberto Enriquez. Together they have been working in the graphic industry in Mexico for more than 18 years. They have represented large providers of Prepress technology like Creo and Scitex and today they are also the distributors and service providers for Nipson (digital printers), Kern (mail inserters) and Lasermax Rollsystems (pre and post). GPPXP have a very good knowledge of the Mexican market, and have been building strong relationships with their main customers over the last 11 years. We welcome them to the Buskro Group as distributors to Mexico.

## FOTOMORIZ NEW DEALER IN COLOMBIA

Fotomoriz is a Colombian company founded in 1948. Since their creation, they have been recognized as pioneers in the photography and graphic arts industries in Colombia. The main activity of the company is the commercialization of machines, supplies, parts and service, related with the graphics communication market in the Colombian territory. Today, they are leaders in the local printing industry, representing companies such as Nipson (B&W Web Printers), Kodak Graphics Communication (Digital Plates, Film, Color Proofing), Luscher (CTP Equipment), Nexpress (Digital Color and B&W Printers) and Gandi (Wide Format Printers). As they mentioned, BUSKRO is the right fit they were looking for in order to complete the portfolio of Graphic Solutions.



Mexico Team 3

## Buskro System Tops Competition In Vertis

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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 Kropman. 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 our 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," Kropman says. Even if there were physical problems 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 Kropman, "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.



## END NOTE

As always, marketing welcomes your contributions, feedback and suggestions for this newsletter. If you have stories and or photographs you wish to share with others, please send this information to [marketing@buskro.com](mailto:marketing@buskro.com).

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