

Extra Step Saves Time and Money

SORTING MAIL IN-HOUSE ADDS TO RENKIM'S EDGE

Since 1982, employee-owned Renkim Corporation has specialized in the print and mail production of mission-critical documents. Almost all of the communications they send are time-sensitive, with most mailings on a 24-hour schedule from start to finish.

Over the years, this Michigan-based service bureau has grown based on their ability to consistently deliver quality, flexibility and reliability—even with tight time frames.

“We’ll do whatever it takes to meet a deadline,” notes Rick Senko, Renkim’s VP of Operations. “We know that when we receive a file today, it needs to be completed by the next day—with no errors. That includes data cleansing, merging files, NCOA processing right through printing, inserting, presort and delivery to the USPS. There are certainly challenges, such as paper stocks that are difficult to handle or unanticipated volumes, but we have the technology in place to deal with the unexpected.”

Renkim continually invests in new technology while ensuring the highest quality control for data integrity, digital print production and error-free mail deliverability. “Due to the security laws that exist in our vertical markets, we have to ensure that the correct documents and components go into the correct envelopes,” adds Sales VP Kevin Gaffer. “Our clients in the financial services, collections, automotive and healthcare industries count on us to provide unrivaled reliability. When you combine the experience of our operations team with a strategic partner like Pitney Bowes, it creates a true win-win for us and our clients.”

While they utilize a broad range of Pitney Bowes hardware and software solutions, Senko depends on the added capabilities of their two FPS™ Series Inserting Systems and their new Olympus® II Multi Tier Sorter.



“When you combine the experience of our operations teams with a strategic partner like Pitney Bowes, it creates a win-win for us and our clients”

*—Kevin Gaffer, VP of Sales
Renkim Corporation*

RELIABILITY: AS PROMISED SPEED

Renkim serves hundreds of clients, and on any given day they may receive several large, unplanned mail files, such as a last-minute collections effort or an automobile recall notification. Renkim guarantees on-time turnaround, which means they must find ways to increase throughput at every step in the process.

“With most inserters, you can expect to run at maybe 60% - 70% of their rated speeds,” Senko explains. “Truth is I have had some equipment that starts vibrating when you try to crank it up, but our Pitney Bowes systems run at their rated

speeds. We were promised 12K per hour on the FPS™ Series Inserting System, and we achieve that speed all the time.”

FLEXIBILITY: READY FOR ANYTHING

Materials such as envelopes, forms and inserts arrive at Renkim’s loading dock every day, and some of these components are more “machine-friendly” than others. While some service providers use bad paper stock as an excuse, the team at Renkim takes pride in their ability to work with unusual materials.

“We recently ran a 400,000 piece job that had five different inserts—thick, thin and coated,” Senko details. “No matter what comes in, the Pitney Bowes systems can handle it. We wouldn’t have even thought about running this job on a different inserter.”

EFFICIENCY: DOING MORE IN LESS TIME

By commingling mail on the Olympus® II Multi Tier Sorter, Renkim is able to achieve greater postal discounts, saving money on every piece. With such tight time frames already, there was some concern that adding an extra step to sort mail would limit their ability to produce mail on schedule. Renkim discovered the opposite was true.

“By adding the sorter process, we need to finish inserting sooner. I thought that might be an issue, but it turns out that we can now process more mail than ever before,” Senko explains. “We no longer need to prepare trays on a job-by-job basis—now we can tray mail once for the whole day’s run. This speeds up the inserter process tremendously, and we are producing more mail with fewer people overall.”

QUALITY: INTEGRITY AND CONTROL

The sorter also catches any addressing errors to ensure that mail reaches its intended recipient faster. For Renkim’s clients, being able to achieve these sorter benefits without relying on a third-party provider offers great peace of mind.

“Having the sorter in-house was a great decision.” Senko adds. “It increased integrity and productivity while reducing costs for both postage and labor. It also gives us control over the whole process—and our clients in financial services really appreciate that we can handle their whole job in house.”

“Having the sorter in-house was a great decision, it increased integrity and productivity while reducing costs for both postage and labor”

*–Rick Senko - VP of Operations
Renkim Corporation*

END-TO-END MAIL PROCESSING

Renkim promotes itself as being a one-stop resource for their clients, and it has found the same value in Pitney Bowes. Whether it’s hardware or software, Renkim enjoys a single point of contact, which streamlines service delivery and maximizes uptime.

“Our business strategy is to deploy an integrated, end-to-end mail processing solution, from data quality and integrity, to printing, inserting and sorting,” said Robert Swearngen, President and CEO of Renkim. “Pitney Bowes has been an excellent choice as our end-to-end solution provider.”



Engineering the flow of communication™

Document Messaging Technologies
37 Executive Drive
Danbury, CT 06810-4148

For more information about Pitney Bowes,
visit www.pb.com

FPS, Olympus II, Engineering the flow of communication, Pitney Bowes and the Corporate Design are trademarks owned by Pitney Bowes Inc. All other trademarks are the property of the respective companies.

©2008 Pitney Bowes, Inc. • All Rights Reserved
An Equal Opportunity Employer. • Printed in U.S.A. • CSP1059/0108PB

