



Live demonstration of the *Marathonplus*: Media Mail's director Roland Oehy (left) and Paul Inauen, account manager at BÖWE SYSTEC Switzerland, in the Augsburg plant.

**Media Mail AG, Wallisellen/Zurich,
Switzerland**

Enhancing efficiency and output

Since 1978, Media Mail has been active in the Swiss market as a reliable provider of mailing services. The delivery of their first *Marathonplus* in Augsburg on April 13, 2005 symbolized a significant step for the company introducing modern BÖWE SYSTEC technology.

"Market success is based on quality and flexibility" – that is the motto under which Roland Oehy has managed Media Mail, a company he founded 27 years ago. The Swiss firm, which is based in Wallisellen near Zurich, offers a comprehensive range of



Media Mail's company site in Wallisellen.

lettershop activities. These extend from personalization and application to offline/online insertions in the demanding mailing sector. The company's customers include non-profit organizations, insurance companies, banks, mail order companies as well as IT and credit card businesses that regularly send out mailings but do not possess the corresponding infrastructure themselves. The company also carries invoice processing activities. "This is an area that demands know-how and flexibility," explains the director Roland Oehy, "because, of course, the volume of mailings and invoices to process is highest in the middle of the month." As a result, approximately 40 employees operate in two shifts. Thanks to its flexibility, Media Mail can complete all its orders on time – a sign of quality that customers can rely on.

Investing in the mailroom

It is not just the employees who need to be flexible – the technical infrastructure is also designed to ensure that all customer needs can be catered to reliably and on time. The 14 insertion systems installed so far process more than 70 million mailings and invoices each year. These will now be joined by four high-performance BÖWE SYSTEC insertion systems after Roland Oehy's order for two *Marathon* and two *Turbo* systems, increasing the company's capacity. "In the future, we shall be committed to BÖWE SYSTEC technology," says the director. "The purchase of the four systems is another important step towards modernization for Media Mail. This will help boost our capacity while reducing throughput times. Only in this way can we continue to succeed in the extremely competitive Swiss market."

A variety of mailing applications

With the purchase of BÖWE SYSTEC insertion systems, Media Mail has created the conditions necessary for a significant increase in productivity. For example, *Marathonplus* can handle up to 14,000 insertions per hour. The first system handed over to Roland Oehy on a visit to BÖWE SYSTEC's Augsburg plant will process mailings consisting of up to seven components – from single sheets, to brochures several millimeters thick, to CD sleeves. These are ideally complemented by the two *Turbo* systems for simple mailings consisting of only a few enclosures with a performance capacity reaching 18,000 insertions per hour. The *Marathonplus* system that was handed over in April is characterized by extremely short setup times made possible by its automatic job changeover capability. This simple, fast change of setup is possible thanks to the use of **BIPS** (BÖWE Intelligent Productivity System). Thanks to BÖWE SYSTEC technology, Media Mail is optimally equipped to meet its customers' growing demands and remain one of Switzerland's leading companies in this sector.