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Bill Rudderow, Senior Director of Business Acquisition Support, Broadridge Financial Services.

A Big Business Printer Keeps Things Moving with Lasermax Roll Systems

Industry

Service Bureau

Application

Brokerage statements

Solutions

LX Stack:

LX550 Unwind
LX560 Cutter
LX565 Stacker

RS Stack:

RSU5 Unwind
RSC8 Cutter
RSM3 Merger
RSD1 Stacker

LX Roll-to-Roll:

LX550 Unwind
LX555 Rewind

RS Roll-to-Roll CS:

RS52 Unwind
RS102 Rewind

RS Roll-to-Roll SD:

RS Unwind
RS Rewind

RS AutoLoad 92:

RS92 Folder
RST3 AutoLoad Tilt Table

As the saying goes, everything is bigger in Texas. Texans are known for big money, big cars, big homes, big hats, and they’re also no stranger to big business.

Just ask the folks at Broadridge Financial Services, a brokerage processing business located in Coppell, Texas, with the parent company located in Edgewood, N.Y., and other production processing sites in Weehawken, N.J. and Columbus, Ohio.

Formerly ADP Brokerage Services, Broadridge digitally prints brokerage statements for a majority of the largest financial institutions in the United States and mails them to their customers all over the country.

“We offer complete document management,” said Bill Rudderow, senior director of business acquisition support for Broadridge in Coppell. “Our system allows us to retrieve our customers’ data right

off their systems through secured transmissions and input it into our secured server-based environment where we can then compose their documents and/or make them production ready.”

Production doesn’t get any bigger than this! Because most of their financial customers follow first-of-the-month mailing standards, 80% of Broadridge’s volume, totaling an excess of 2 billion images, is printed and mailed within the first five days of each month.

In order to keep up with such a large volume in such a short timeframe, Broadridge utilizes a total of 100 printers (duplex, simplex and color) between their four locations, printing on various paper sizes including 11 x 17, 8.5 x 11 and 6 x 9.

Data is digitally printed and, depending on the customer’s exact application, it is rewind, cut and stacked, or folded in-line. Finished



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output is then transported to one of over 100 inserters of various types and mailed out to millions of brokerage customers monthly.

In order to handle such a wide range of applications, Broadridge utilizes a variety of Lasermax Roll Systems feeding and finishing solutions, including the LX Stack, RS Stack, LX Roll-to-Roll, RS Roll-to-Roll CS, RS Roll-to-Roll SD and RS AutoLoad 92.

“It’s amazing,” said Rudderow. “From day one, the Lasermax Roll Systems equipment never had a problem handling our high volumes and they’ve continued to develop products that work well and keep up with the highest printer speeds available.”

As a customer for almost 20 years, Broadridge knows the ability of such equipment better than almost anyone. Lasermax Roll Systems’ dependability throughout the years has enabled them to rely solely on the company’s feeding and finishing solutions at all of their locations.

“We still use Lasermax Roll Systems products here in Coppell that date back to the mid-1990s,” Rudderow said. “Some of the oldest have been running without any maintenance for years.

“That just goes to show how reliable Lasermax Roll equipment is. It just runs and runs.”

Using Lasermax Roll Systems solutions has helped Broadridge meet their tight delivery requirements each month, allowing the company to expand its already large workload in-between cycles.

“Because of the speed and flexibility of the Lasermax Roll solutions, we’ve been able to take on additional work from 401K and insurance companies in our downtime,” Rudderow said. “And, we’re constantly looking to add more work to keep these systems moving.”

As Broadridge continues to expand its ever-growing operation, they expect to continue their lengthy partnership with Lasermax Roll Systems far into the future.

“We plan to keep adding feeding and finishing products to our operation and we will continue to purchase Lasermax Roll Systems,” he said. “Their experienced staff and innovative technology work hand-and-hand to provide outstanding reliability.

“We trust them overall to do the best job possible, and they’ve never let us down.”

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