



**“The DocuSheeter provides us with threefold savings—in time, personnel and paper.”**

Rick Teets, Owner, DMMI

## Direct Marketer Drives Auto Sales with iGen3

### Industry

Direct Mail

### Application

Personalized mail campaigns

### Printer

Xerox iGen3™

### Solution

DocuSheeter™ iG

As a successful, full-service direct mail company, Database Management & Marketing, Inc. (DMMI) has served the automotive industry for the past 11 years. The Mt. Dora, Florida-based company already produces a wide range of promotional materials, including folders, inserts and saddle-stitched books and has offered print, list, database management and mailing services for thousands of automobile dealers throughout the country, with more growth on the horizon.

“Direct mail is still the number one tool in the automotive industry, and the ability to add more personalization to produce highly-targeted campaigns is the key to our success,” said Rick Teets, owner of DMMI, located approximately 35 miles outside of Orlando.

Previously, the company relied on a combination of offset and digital black and white printing to produce jobs at their 50,000 square-foot operation, but recently they invested in two Xerox iGen3™ digital

color printers, adding the latest variable data capabilities and four color process quality to the mix. Now, DMMI can produce full-color customized photography, graphics, text and mailing information to create the most sophisticated direct mail campaigns for its clients.

“The ability to print variable data on the iGen has helped us dramatically increase our response rate by 140 percent,” Teets said. “Even if our campaigns cost a bit more the results make it ultimately more affordable, which is a great selling tool for existing and new clients and has helped us triple our business this year.”

In order to handle the current demand and turnaround jobs within 24 to 48 hours, DMMI runs the two iGen3s 24 hours a day for four or five days a week, resulting in approximately two million impressions per month. To maximize the iGen3s’ productivity and save in paper costs, DMMI also purchased from Xerox two DocuSheeter™ iG



“We’ve invested in other technology that hasn’t performed up to the claims, so the DocuSheeter has been a wonderful blessing to our business.”

roll feed systems. Manufactured by Lasermax Roll Systems, the DocuSheeter iG unwinds paper from a jumbo roll, cuts the web into single sheets and then feeds on-demand to the iGen3.

“Instead of buying pre-cut sheets, the DocuSheeter cuts the paper to any length required, allowing us to purchase paper uncut without paying the paper mill to cut it or trim it down to size,” said Teets.

Teets compares the resulting paper savings to the United States Post Office giving DMMI a discount on mailing if their staff presorts the job. He estimates that the DocuSheeter helps them save \$10,000 to \$12,000 per month by buying paper directly on the roll. Currently, DMMI prints 2-up on 11 x 17 inch sheets of 60 to 70-pound book paper, and saves a penny per sheet on their two million monthly impressions.

“The DocuSheeter provides us with threefold savings – in time, personnel and paper. It turns out the pieces more efficiently, which allows us to

make our deadlines, saves us time, dramatically reduces our paper costs and also saves in labor,” Teets explained. “Before our operators were stopping to load paper every hour, but now with the DocuSheeter iGs they can go an entire shift without changing paper. The iGen3s are more productive and we require only one operator to run both machines.”

For DMMI’s applications, the iGen3s run up to 15 hours on one 50-inch roll. There’s also very little downtime required for maintenance, as the DocuSheeters have proven to be extremely reliable.

“We are very pleased with the purchase and the performance of our DocuSheeters,” Teets said. “They just run and run with no problems and have done everything we’ve expected them to.”

One of the biggest concerns Teets had was that the DocuSheeters wouldn’t work in conjunction with the printer and production would be held up, but he says the DocuSheeter is fully integrated with the iGen3 and has exceeded all of his expectations. “We’ve invested in other technology that hasn’t performed up to the claims, so the DocuSheeter has been a wonderful blessing to our business,” Teets said.

The Xerox/Lasermax Roll Systems partnership will allow DMMI to continue to push the envelope in creating direct mail campaigns that generate the high response rates demanded by their clientele.

“The future of the direct mail and printing business is going to be in the personalization of direct mail campaigns,” Teets said. “Because we now have technology that allows us to do that, the opportunities going forward are mind-boggling.”

©2007 Lasermax Roll Systems. All rights reserved. The Lasermax Roll Systems name and logo and DocuSheeter are trademarks of Lasermax Roll Systems.



Lasermax Roll Systems

www.lasermaxroll.com

China	Shanghai	+86 216 2790792	info@lasermaxrollsystems.cn
	Beijing	+86 108 5804932	info@lasermaxrollsystems.cn
Singapore		+65 6793 9478	info@lasermaxroll.sg
Sweden		+46 372 256 00	info@lasermaxroll.se
United Kingdom		+44 179 370 7110	info@lasermaxroll.co.uk
USA		+1 781 229 2266	info@lasermaxroll.com