



“Lasermax Roll Systems equipment is so efficient and so reliable it’s possible for us to meet client expectations.”

Carlos Viniegra Dow
Owner / commercialization manager,
Letter Shop S.A., Mexico City

Digest for Success

Industry

Direct Mail

Application

High volume mailings

Printers

Océ PageStream 500
Océ PageStream 466

Solution

RS Stack:

RSU4 Unwind
RSC7 Cutter
RSM2 Merger
RSV3 Stacker

RS AutoLoad™:

RSU4 Unwind
RSF3 Folder
RST3 AutoLoad Tilt Table

For the past 11 years, Carlos and Manuel Viniegra, brothers and co-owners of Letter Shop S.A. in Mexico City, have made sure the direct mail they handle for clients— mostly customer orders, promotions, subscription reminders and special offers — reaches target audiences on time. No small task in any country; one compounded by doing business in Mexico.

“My father taught us early that the customer defines who you are in business,” says Carlos, the company’s commercialization manager. “Since the beginning we’ve been determined to supply whatever variety of materials our customers want in their envelopes. We still apply some specialty items, like metal medallions, by hand. But inexpensive labor is not the secret to our success— automation is.”

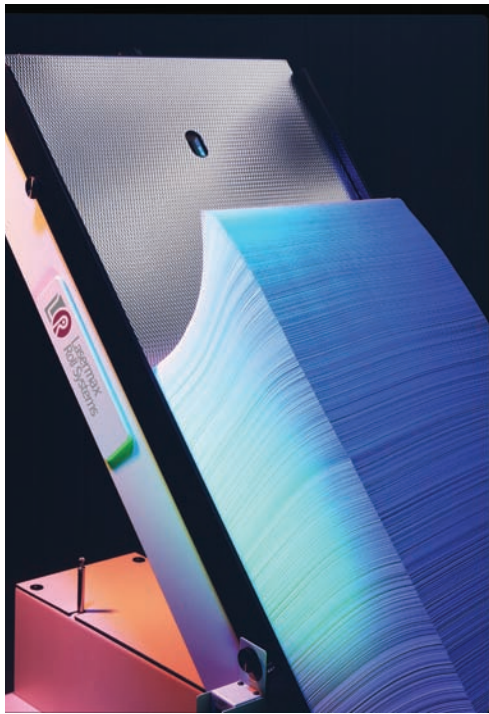
Letter Shop is located in an

industrial park outside Mexico City. Large by direct mail company standards, the shop employs some 300 people, and is divided into digital printing and fulfillment departments. Both sides operate around the clock, all but one or two days a year.

The firm numbers several banks and government agencies among its clients, in addition to “Selecciones” of the Reader’s Digest. Letter Shop is capable of producing over five million pieces per month.

“We’re a can-do company,” says Carlos. “We have a reputation for being flexible and getting the job turned around and for being on time. Both Océ and Lasermax Roll Systems approached us with the same attitude and the same ideas about how technology can solve operating problems.

“Plus, they readily adapted to our challenging work environment,



“We would be lost without the Lasermax Roll Systems equipment and Océ printer.”

and our local climate and its affects on paper. We first saw Lasermax Roll Systems equipment at an Xplor show. I remember being impressed with how mobile and easy to move around it was and how intelligently engineered. I also thought it was very good looking.”

Letter Shop has made a habit of pioneering technology. They introduced, in fact, the use of continuous digital printers in Mexico for direct mail. The company now has two Océ/Lasermax Roll Systems lines: an RS Stack system on an Océ PageStream 500 Twin and an RS AutoLoad solution flanking an Océ 466. Both solutions are black and white, high production pinless lines set up to feed Bell & Howell inserters. The company also maintains an older digital printer just because it is comparatively slow.

“Reader’s Digest mailings, for example, can be very complicated,” Carlos explains. “They need special packaging, foil wraps, inserts; lots of pieces and holes. Sometimes it is better to run slower. Our reputation is for dependability.”

“I suppose business is like this everywhere — the client’s schedule slips a little here and a little there, and we inherit that. We absorb it. We have no choice. Almost every mailing we do contains offers that are time-dependent. We deliver 99.9 percent of the time. To do this we need equipment that works.”

“We have been very happy with

the Lasermax Roll Systems equipment and Océ printers,” Carlos says. “We would be lost without either. The only real problem we’ve had is when snow at an airport held up a part we needed very badly. In our business we have to be above excuses.”

According to Claudia Gonzalez, the Océ account representative for Letter Shop, “We are there to help with the vision of the company. Not just sell printers, but rather integrated solutions.

“In Mexico it is important to invest in technology and show people innovations. Show them there are new solutions and you don’t have to be bound by tradition or the way things have always been done.”

Business is good in Mexico for Letter Shop. The company has grown at 25% annually for the past several years to become among the largest independent mail houses in the county.

Neither Carlos, nor his brother, nor anyone else in the family had ever had experience in the printing business. Their willingness to try new ways to get things done, invest confidently in the future and welcome technology that provided a competitive edge have formed a vision that rests on their father’s advice.

“As he once said to me,” Carlos says, “‘Stuffing envelopes could be a very good business.’ He was right. But response has to be perfect.”

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