

Maidenhead, February 22, 2017

Implementation of Fusion Cross high-speed inserting system at REAL Digital, Croydon, Great Britain.

“REAL Digital pushes the boundaries again with Fusion Cross.”

REAL Digital is a British communications service provider. As technology has evolved in recent years, REAL Digital has offered integrated, end-to-end customer communication services. Their approach is to aid clients to communicate with their customers; whatever the channel. They deliver the full range of omni channel services but physical production remains at the core, with the company being focused on reducing not only print and postage spend but also call centre and online costs by creating and delivering multichannel, relevant and responsive documents.

In line with their ongoing strategy to automate processes as fully as possible, and following several large contract wins within the financial and utility sector, REAL Digital have now invested in a Böwe Systec Fusion Cross enclosing line, after completing an in-depth review of the market.

REAL Digital believe that the ‘Fusion Cross’ will reduce setup times and provide greater flexibility with multiple page documents and selective enclosing. The improved productivity and additional enclosing speed will serve the urgent marketing led campaigns that their client base demands, as well as support time critical transaction document production. The ‘Fusion Cross’ will enhance REAL Digital’s capacity and with the sophisticated MI system provided, will provide a robust end to end audit trail and enable improved management of content, helping to reduce planning time (and costs) within Client Services. The Böwe ‘Orbiter’ and ‘Cockpit’ management software will

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also be integrated within REAL Digital's existing MI system to ensure that productivity and profitability data is maintained.

During the initial testing phase of the Böwe Systec system, REAL Digital's Production Director, Barry Stephens was impressed that Böwe introduced the machine by stating 'this is the last enclosing line you will ever need.' Having been involved in direct mail print and enclosing for over 25 years, Barry set about to test this theory, challenging the Fusion Cross with the complexity of formats and integrity checking that REAL Digital demand. He was able to say that 'despite all of the real-life issues I threw at the enclosing line, Böwe had clearly catered for them, and were actually able to demonstrate solutions for issues that I had not previously considered. This technology is outstanding, and is clearly set to be the market leader for many years to come.'

Director of Customer Communications Strategy at REAL Digital, Robert Burbidge, was also impressed with the system. 'The Fusion Cross delivers all of the flexibility we can imagine for an enclosing line, all the while running at impressive and consistent speeds. The expectation of real-time response, fully verified, compliant and accounted for documents, produced at a competitive cost is now the norm. Whilst alternative methods of communication have become an established part of the mix, there remains a significant demand for traditional paper and post. Indeed I see the future of print as being especially important for high value customers whose only retained touchpoint with the companies with whom they transact may be a physical statement or policy document. Investing in the Böwe Fusion Cross, enables us to fulfil these goals, and mirrors our capabilities across other media and communication output.'

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Company profiles

BÖWE SYSTEC

BÖWE SYSTEC Limited, based in Maidenhead, Berkshire, is the UK subsidiary of BÖWE SYSTEC GmbH. BÖWE SYSTEC is the European leading provider of high-speed inserting, card logistics and shipping, reading technology, mail sorting, and innovative software. The company is the global leading solutions provider for modern print and mail processing centers. Thanks to strategic alliances with partners from the fields of data management, print, pre-and post-processing solutions, as well as mail logistics, BÖWE SYSTEC is a global, complete solutions provider for the mailroom. With around 20 subsidiaries in Europe, the USA and Japan, as well as local representatives for over 50 additional countries worldwide, the mailroom specialist can meet the individual demands of each of the local markets. BÖWE SYSTEC GmbH has been a member of Possehl Group since 2010 and currently has over 12,000 employees worldwide. It generates an annual turnover of approximately 3.3 billion euros. The sole shareholder of L. Possehl & Co. mbH is the Possehl Foundation charity organization in the Hanseatic city of Lübeck. More information is available at www.boewe-systec.com and www.possehl.de.

REAL DIGITAL

Established in 2004, REAL Digital's goal is to do things differently and to continually push boundaries. Starting with a blank canvas, and investment of over £20 million, REAL Digital created an environment that truly reflects their thoughts, plans and ideas, positioning them to best serve their clients' needs in an ever changing world.

Through continual investment and development, REAL Digital's services have evolved to support the demanding, multi-faceted world in which we all operate, providing clarity and control. With many ideas and concepts still to bring to life, REAL Digital's energy and enthusiasm is boundless.

Firmly established as the UK's leading provider of communication and supply chain solutions, REAL Digital's mission is to challenge themselves and their clients to develop new ideas, push boundaries, pioneer innovation and deliver best of breed communications in the fields of Retail, Mobile, Health and Financial Services. More information is available at www.real-digital.co.uk

If you publish an article about our company or products, please send a sample copy to the adjacent address. Thank you very much!

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