With over 25 years of printing experience, Modern Postcard specializes in direct mail with postcards. Its state-of-the-art 75,000 square foot facility located in Carlsbad, California, prints and mails high quality postcards at very competitive rates. The company has 300 employees.

**CHALLENGE:**
Modern Postcard found it was producing a greater quantity of 4/4 postcards, replacing its standard 4/1 offering. With both sides of these cards aqueous coated, the company needed an inkjet addressing and personalization solution that could print on coated surfaces with a higher quality, faster speed and support a wider print area than its existing inkjet equipment.

The company had a finely-honed production process in place tuned to the production of 4/1 postcards with the full-color side coated. Messaging and addresses were inkjetted on the uncoated side of the card. Limitations of the inkjet system meant that the image area was relatively small, and in the case of cards that were coated on both sides, production had to slow down significantly to allow for drying of the ink.

“The other problem we had was the grayish appearance of our 220 dpi inkjet printing,” said Arnie Cohen, Senior Manager of Product Logistics at Modern Postcard. “We were looking for a solution that would allow us to increase the quality to a rich black and at the same time allow us to bump up the production speeds on coated product. In addition, customers were interested in adding a larger messaging area, which our old inkjet system could not handle.”
Modern Postcard installed one three-head and three two-head EFI Jetrion 3025 Inkjet Systems to complement its Komori offset presses. With its UV drop-on-demand inkjet technology, the Jetrion 3025 offers fast, reliable, high-quality inkjet printing that handles the most demanding jobs at Modern Postcard.

SOLUTION:
“The Jetrion 3025’s made a huge difference in our production operation.”
“The Jetrion 3025’s made a huge difference in our production operation,” says Cohen. “We gained 20% to 30% in productivity while increasing our quality from 220 dpi to 316 dpi. Now we are getting a dark, crisp inkjetting image that is consistent from card to card and job to job.”

With its UV ink and drying system, the Jetrion 3025 also removed the inkjet bottleneck for coated product. “With our previous machine,” comments Cohen, “we really had to slow down the machine and it took more time under the dryer. Jetrion solved that problem for us, and we are now running at consistent speeds, even on coated product. We have had the systems for two years, and even today, there is nothing else out in the market that can print UV ink at the speeds we can get with the Jetrion 3025.”

The other benefit, according to Cohen, was an image area that increased from 3” to as much as 7.2,” meaning that Modern could image anywhere on the full width of all its products. “Now we can put virtually unlimited customized and variable messaging on either side of the cards,” he says. “For example, a customer with multiple locations may have the message ‘Come visit us at …’ offset printed on the card, and we are able to drop in the address of the nearest location based on the recipient’s zip code.”

Jetrion has also helped Modern Postcard stay ahead of the postal reform curve by improving the quality of its USPS postal bar codes, increasing the accuracy of processing once the cards are in the mail stream. “We are seeing an increasing number of customers who want regular bar codes on their pieces as well, which may include a coupon or other promotional materials,” adds Cohen.
THE FUTURE IS BRIGHT

Modern Postcard is poised for growth, not only due to the effect of postal reform and the rise in multichannel communications programs, but also due to an expanded market focus. “Our primary market had always been SOHO – small office/home office,” explains Cohen. “We are now gearing up our sales efforts to go after enterprises with a new corporate sales group, and that is delivering big dividends already.”

Modern Postcard operates five days a week, 24 hours a day. Cohen says, “Already, our Jetrion 3025’s are being used in part of the second shift, so we have plenty of capacity to grow. But when the time comes to add more inkjetting capability, our first stop will be EFI. They have been very responsive, and the Jetrion systems are extremely reliable. Our commitment to Jetrion is certainly there.”

Print to Win

EFI (www.efi.com) is the world leader in color digital print servers, superwide format printers and inks, industrial inkjet printing systems and print management, Web-to-print and proofing solutions. EFI is dedicated to giving customers a competitive edge with award-winning, scalable solutions from creation to print that maximize productivity and increase profits. EFI maintains 23 offices worldwide.

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