

The driving force

for the midrange segment



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Order No. 17/104 | Printed in Germany | 08/2017
May be subject to technical changes or errors
Contains exemplary illustrations



DL→C4
#10→9 x 12



5 mm/0.2"



50,000 sheets/h



15,000 env/h



1 channel



12 mm/0.47"

DIRECTMAILER

For service providers who want more

Maximum production capacity, high flexibility and system availability with minimum servicing and maintenance requirements and low operating costs – these are the challenges increasingly faced by service providers, lettershops and service bureaus today. Our solution: Direct Mailer. The impressive output of up to 15,000 and 10,000 envelopes per hour respectively makes Direct Mailer the perfect partner in the midrange service segment for processing envelope formats up to C5 and 6 x 9 or up to C4 and Flats (9 x 12).

Reading units and sensors ensure complete monitoring of materials throughout the entire production process.



The Direct Mailer is available in **two basic versions**: as a powerful system for conventional mail processing up to C5 and 6 x 9 or as a flexible multi-format inserter for all common formats up to C4 and Flats (9 x 12)



High flexibility in enclosure handling due to two different types of enclosure feeders available (rotary and friction feeder)



Direct Mailer offers **attractive value for the money** and is the ideal entry-level solution for the service industry



Self-explanatory, **simple and intuitive operation** with the help of the BÖWE Cockpit control software



Consistent modularity and a wide variety of options ensure the maximum application flexibility



Easy to use and service

A strong partner

for service providers with an eye on their budget

Depending on the application, Direct Mailer is available in two standard versions for processing envelope formats up to C5 and 6 x 9 or up to C4 and Flats (9 x 12). The impressive output of up to 15,000 and 10,000 envelopes per hour makes Direct Mailer the perfect partner in the midrange service segment. Providing attractive value for the money, a reliable inserting process and low servicing and maintenance requirements, the system is the ideal entry-level solution for the service industry.



- › Depending on the application, Direct Mailer is available in two basic versions for processing envelope formats up to C5 and 6 x 9 or up to C4 and Flats (9 x 12)

› The Direct Mailer C5 is ideal for conventional mail processing with its powerful performance of up to 15,000 envelopes per hour
- › With an output of up to 10,000 envelopes per hour, the Direct Mailer C4 offers the full flexibility of a multi-format inserter

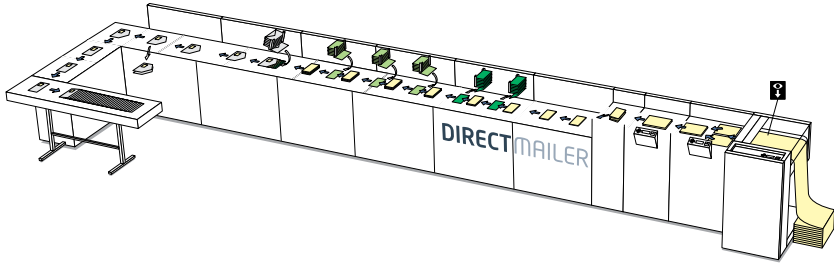
› Intelligent and safe paper feeding with market-proven BÖWE SYSTEC input channels for continuous and cut-sheet processing
- › Easy to use with minimized set-up times and quick job changeovers as well as self-service maintenance

› Attractive value for the money and a cost-effective option for smaller companies

	Envelope formats									
	C6	B6	B6+ #7 3/4	DL #10	C6/5	C5 6 x 9	B5	Stretch/ Brokerage	C4 9 x 12 Flats	B4 10 x 13
Direct Mailer C5				•	•	•				
Direct Mailer C4				•	•	•	•	•	•	

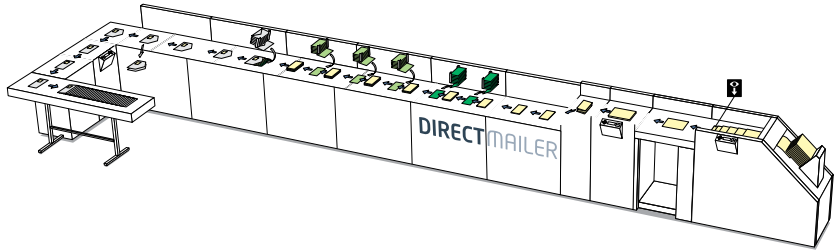
1 Direct Mailer C5

- › Maximum output of 15,000 env/h
- › Processing of DL, C6/5, C5, #10 and 6 x 9 formats
- › Cost-effective inline transaction module for cut-sheet feeding (A4 format) with folding of groups at an output of up to 40,000 sheets/h
- › Cut-sheet processing with flexible input channel configurations and infeed performance of up to 40,000 sheets/h
- › Continuous processing (pinless or pinfeed) with processing of up to 50,000 sheets/h
- › Documents from the infeed channel:
Width gross 200 mm – 502 mm
Width net 200 mm – 216 mm
Height gross 8" – 15 4/6"
Height net 8" – 14"
Paper weight 70 – 120 g/m²
- › Max. filling thickness 8 mm



2 Direct Mailer C4

- › Maximum output of 10,000 or 8,000 env/h
- › Processing of a broad range of envelope formats from DL, C6/5, C5, B5, C4, #10, 6 x 9, Stretch to Flats (9 x 12)
- › Cost-effective inline transaction module for cut-sheet feeding (A4 format) with folding of groups at an output of up to 40,000 sheets/h
- › Cut-sheet processing with flexible input channel configurations and infeed performance of up to 40,000 sheets/h
- › Documents from the infeed channel:
Width net 200 mm – 305 mm
Height net 8" – 14"
Paper weight 70 – 120 g/m²
- › Max. filling thickness 12 mm



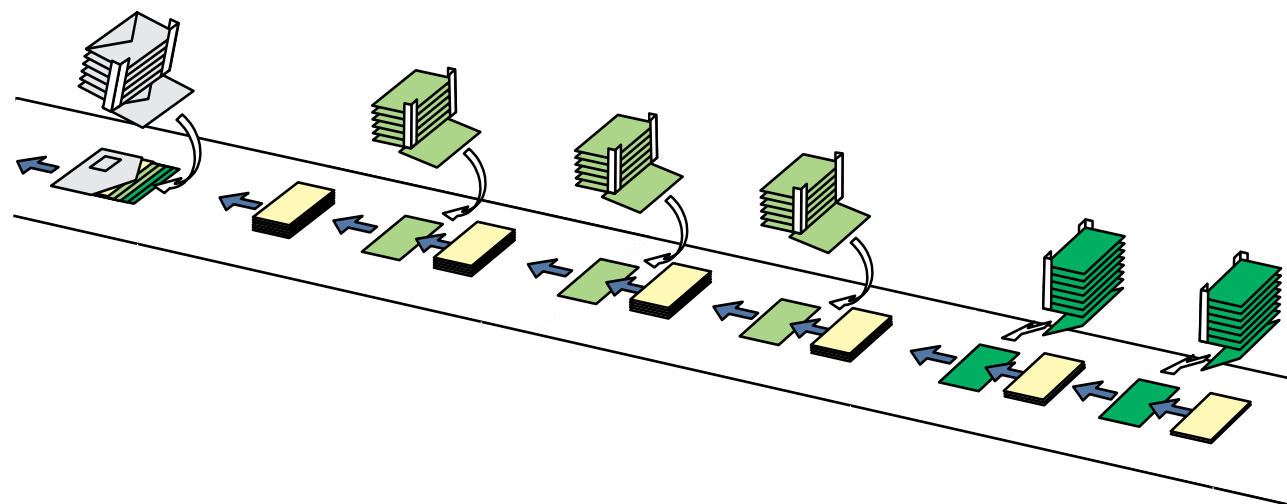
Flexible enclosure handling

for personalized customer communication

The increasing daily flow of information makes it more and more difficult for companies to catch their customer's attention. Personalized communication directly addressing customers has, therefore, increased in importance in today's advertising strategies. The consequence for production mailing centers is the need to handle an incredible variety of enclosures for an increasing number of different customers. Not a problem for Direct Mailer. Fitted with two different enclosure feeders – rotary and friction feeder – the system is ideally suited to handling different materials.



- | | | |
|---|--|--|
| <ul style="list-style-type: none"> › Up to 13 enclosure feeders can be integrated optionally › Optional reading in enclosure feeder in order to ensure every letter matches its envelope and enclosures | <ul style="list-style-type: none"> › Friction feeder for handling booklets, return envelopes or enclosures with varying thickness › Rotary feeder for enclosures with rough, smooth or sticky enclosures as well as enclosures with low rigidity or air permeable material | <ul style="list-style-type: none"> › Flexible enclosure feeding for personalized customer communication › Increased productivity thanks to improved feeder capacity of up to 300 mm and an optional autoloader for automated feeding |
|---|--|--|



Intuitive system control with BÖWE Cockpit

The Direct Mailer can be operated easily and intuitively using a touchscreen monitor with the BÖWE Cockpit system control software. A clear user interface and graphically assisted user guidance ensure high ease of use. As standard, BÖWE Cockpit for the Direct Mailer consists of the apps System Operation for intuitive system operation and Recipe for efficient system set-up. The Report app can optionally be added for detailed production assessments. BÖWE Cockpit forms the basis for the full integration of the Direct Mailer into a BÖWE One software environment for mailroom management.



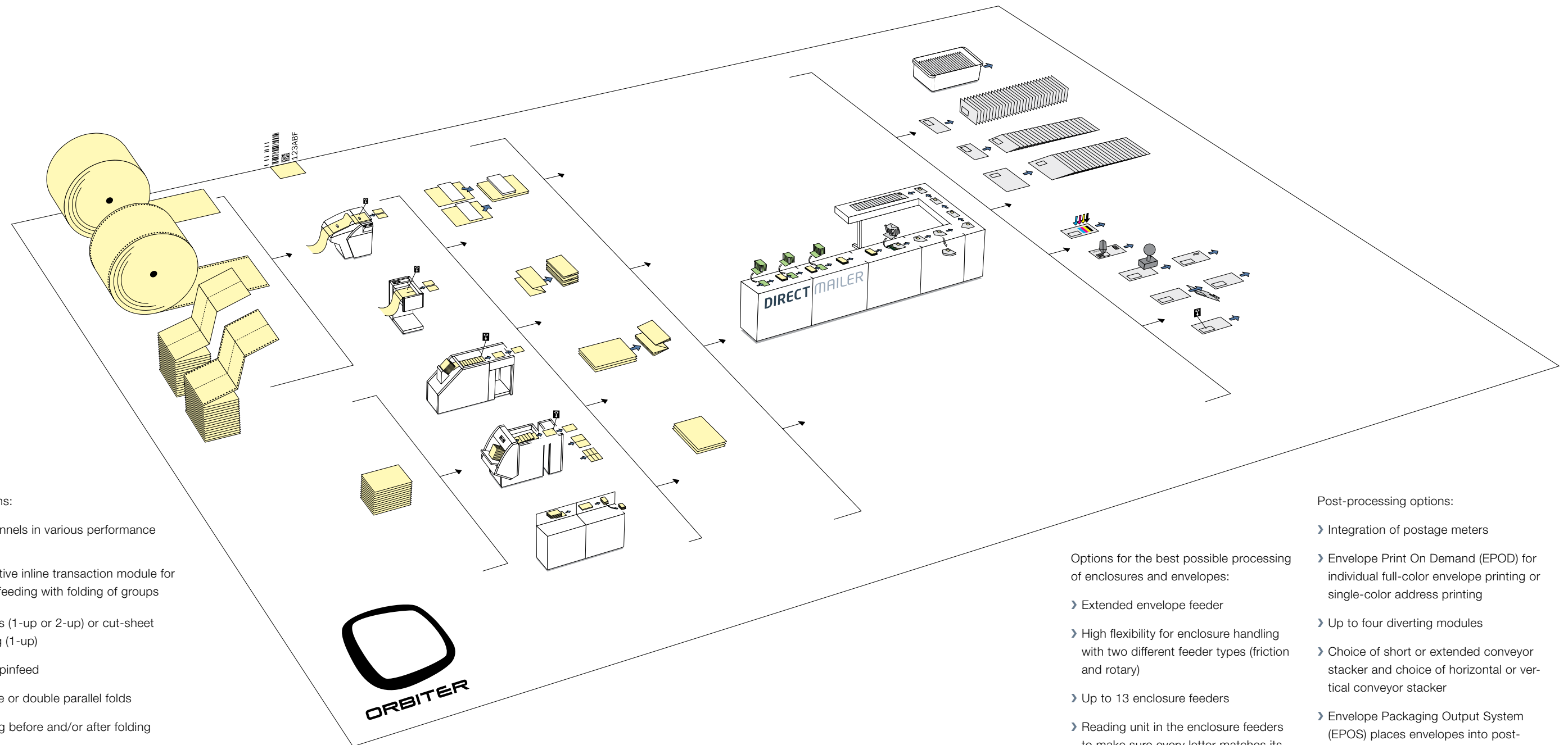
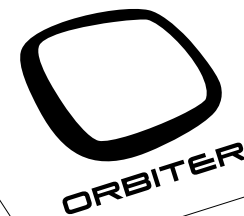
- › BÖWE Cockpit System Operation guides the user through job processing
- › An intuitive and virtually text-free user interface guarantees a user-friendly experience
- › Reduced training requirements due to self-explanatory, simple and intuitive operation via the touchscreen monitor
- › BÖWE Cockpit Recipe assists the user in describing the material to be processed in order to prepare the system for the actual production process
- › Optional BÖWE Cockpit Report for job and system reports
- › Optional material tracking and data-base-controlled processing
- › Optional full integration of the Direct Mailer into the BÖWE One environment





Infeed options:

- › Infeed channels in various performance classes
- › Cost-effective inline transaction module for cut-sheet feeding with folding of groups
- › Continuous (1-up or 2-up) or cut-sheet processing (1-up)
- › Pinless or pinfeed
- › Z, C, single or double parallel folds
- › Assembling before and/or after folding



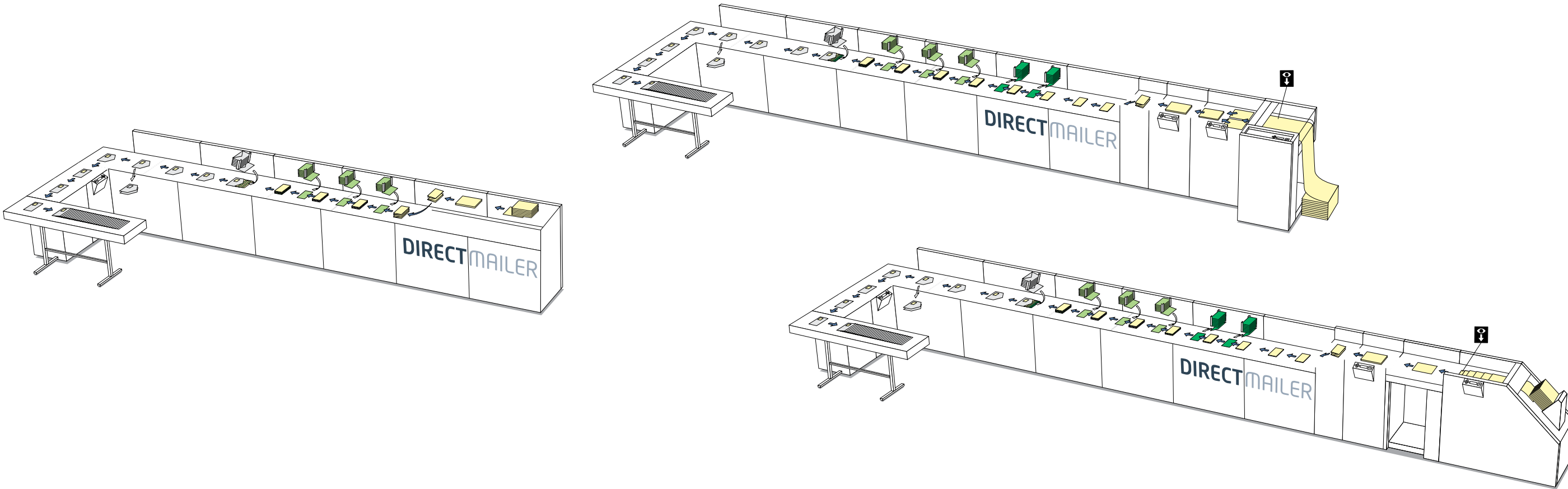
Options for the best possible processing of enclosures and envelopes:

- › Extended envelope feeder
- › High flexibility for enclosure handling with two different feeder types (friction and rotary)
- › Up to 13 enclosure feeders
- › Reading unit in the enclosure feeders to make sure every letter matches its envelope and enclosures

Post-processing options:

- › Integration of postage meters
- › Envelope Print On Demand (EPOD) for individual full-color envelope printing or single-color address printing
- › Up to four diverting modules
- › Choice of short or extended conveyor stacker and choice of horizontal or vertical conveyor stacker
- › Envelope Packaging Output System (EPOS) places envelopes into post-boxes
- › Batch kicker for staggered stacking
- › Color marker
- › Output reading

Technical Data



Max. performance Direct Mailer C5		Max. performance Direct Mailer C4	
DL, C6/5, C5 #10, 6 x 9	up to 15,000 env/h	DL, C6/5, C5, B5 #10, 6 x 9, Stretch/Brokerage C4 Flats (9 x 12)	up to 10,000 env/h up to 8,000 env/h
Enclosures			
Max. number	13 enclosure feeders	Height	Direct Mailer C5: 55 mm – 148 mm Direct Mailer C4: 55 mm – 216 mm
Width	Direct Mailer C5: 85 mm – 216 mm Direct Mailer C4: 210 mm – 305 mm	Paper weight	80 – 200 g/m ²
Thickness	up to 5 mm		

Envelopes			
Width	Direct Mailer C5: 220 mm – 242 mm Direct Mailer C4: 220 mm – 324 mm	Height	Direct Mailer C5: 105 mm – 162 mm Direct Mailer C4: 105 mm – 230 mm
Feeder capacity	approx. 300 envelopes	Paper weight	70 – 120 g/m ²
Max. inserting package Direct Mailer C5		Max. inserting package Direct Mailer C4	
Height	up to 8 mm	Height	up to 12 mm