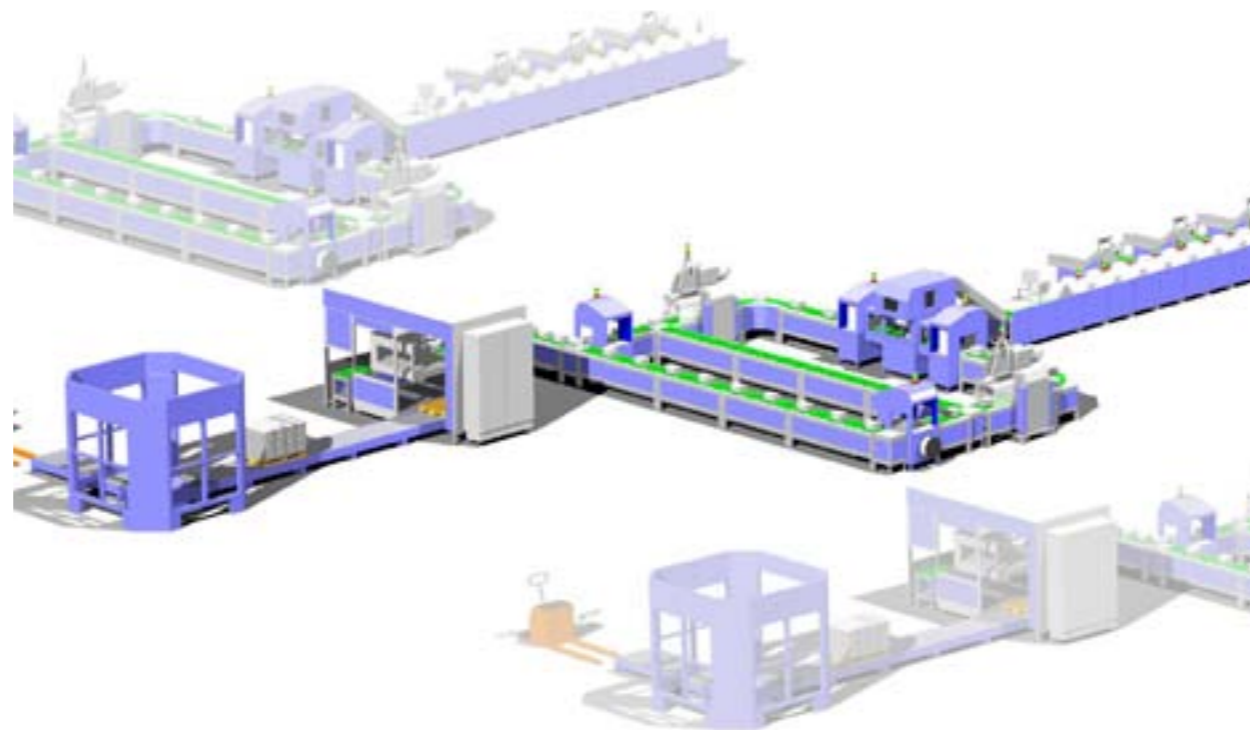


Efficient Distribution of Promotional Prints and Intelligent Geo-Marketing



“Our Concept – Your Success”, based on this philosophy, Schur offers complete solutions for cost-effective distribution of promotional prints, flyers and magazines. Furthermore our automated solutions make personalized direct mail and intelligent Geo-Marketing very efficient and easy to perform. The Schur product portfolio for distribution and direct mail covers the entire spectrum, from pallet to loading bay.

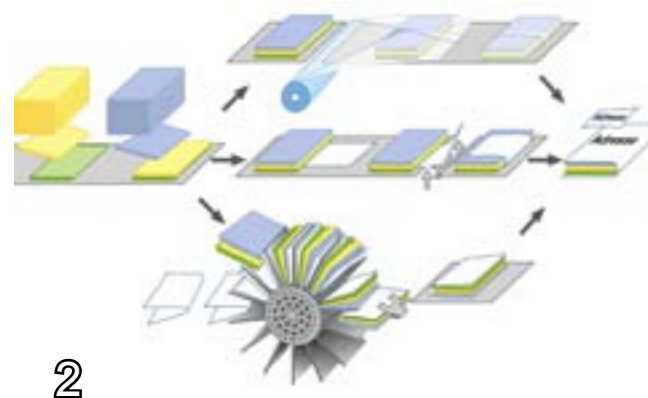
Automated Solutions for Efficient Distribution of Promotional Prints and Intelligent Geo-Marketing



1 The central unit of the Schur distribution line is a high-capacity collator. Building on years of continued development and proven inserting technology, the Schur system is characterized by having the highest efficiency and a modular design that provides maximum flexibility.

The basic module of the collator includes control, control panel, format and size control, rejection unit as well as two feeders. The collator line can be extended with up to 60 feeders. Whether they are rotary feeders, shuttle feeders (for CD or hardcover) or other special feeders they can be implemented.

The feeders are installed in a straight line and place the products on a continuous conveyor inside the machine. The products are delivered and collated with the spine, i.e. the folded edge, in the forward direction.



3 A labeling unit can be integrated into the line. This would be found between the collator and the stacker, as the products in this area are still single copies.

An inkjet printer completes the zoning process by providing each individual set with the required data. Whether the recipient can be defined using a zip code, the name of the street or the name of the recipient, depends on available data. When the distribution becomes so highly targeted that each unique set can be provided with an individual address, we talk about FINE-Zoning.

In this way, exactly the right target group will be reached, production costs are reduced and environment resources are used sparingly.



5 A stacker creates stable bundles of the sets and an online bundle labeler automatically prints and applies identification labels to the bundle. Finally a strapping machine provides the bundle with a parallel- or a cross strap, ensuring easy handling of the final bundle.



System Solutions for Promotional Prints and Direct Mail

– Special Features –

– Modular Design for Maximum Flexibility –

Different customer requirements and conditions that are subject to continual changes require the highest level of flexibility of the production equipment. Thanks to its modular design, the Schur distribution system can be easily adapted and extended when demands are increasing.

– Copy Control for Documented Quality –

A laser sensor system, which is installed at the feeders, supervises the pull down of the products to the conveyor. Should a product be missing or is pulled down twice (missing or double) all subsequent product supplies will automatically be cancelled and unnecessary waste will be avoided.

– IDS Display for Optimized Production Process –

The IDS is an information screen connected to the collator. The display informs the operator about the product flow on the various feeders. The IDS is a useful planning tool, giving the operator an overview of the current and future production.

– Fine Zoning for Personalized Direct Mail –

Whether the production should be planned according to distribution area or the sets should be prepared for personalized direct mail, the Schur distribution system allows both. All available data, such as zip code, can be reliably converted into distribution data.

When the distribution becomes so highly targeted that each set is provided with an individual address, we talk about fine zoning. Fine zoning is a unique Schur feature that our system is able to pull off without reducing speed and net output.

In this way the production is optimized, production costs are reduced and valuable environmental resources are saved.

