New Addressing System With Windows Controller

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Two innovations have been introduced by mail addressing and graphics specialist, Imaje. A new Mailjet Advantage addressing system meets the market requirement for higher quality printing without the purchase and operational cost penalties of binary print systems. The new Messajer 520 controller reduces line downtime by allowing the next job to be planned while the current printing run is progressing. Taken together, these developments significantly improve print quality, productivity and will save costs for direct mail producers.

Up to now, binary systems have been the choice for high quality addressing and graphics, but are very expensive both to purchase and to run. The Imaje Mailjet Advantage continuous inkjet system provides an alternative that has a high printing resolution of 120 dpi. This is ideal for printing addresses, complex logos and PPI's (post print impressions) on envelopes, paper and poly.

The system provides maximum installation flexibility for the end user. Using a compact eight-nozzle printhead makes it possible to integrate two printheads in parallel. Users can therefore use one printhead to print the address information. The second printhead can simultaneously print additional graphics such as PPI's, complex logos and return to sender address that previously required pre-printed films or envelopes. This gives mail houses the option to use generic stock, simplifying inventory with substantial savings in film, storage and set up times.

There are additional environmental benefits. The solvent use on the new Mailjet Advantage can be as low as one litre per week, compared to usage of up to one litre per hour on some competitor machines. This results in substantial cost savings, environmental gains, rapid payback and higher margins on mail pieces.

The Messajer 520 is another major advance. This Windows based device controls both print graphics and other line functions. It enables the full print potential of the Mailjet Advantage printhead to be realised by providing access to the whole range of graphics tools available through Windows programs. Graphic data is displayed on screen in true WYSIWYG (what you see is what you get) format for verification before printing.

As the current job is printing, the composition screen is open for the operator to set up the next run. This enables lines to run with minimal downtime, a major boost for printshops with multiple short runs.

The Messager 520 is also a line controller. This enables it to control upstream inserting operations so that, within the same mail run, variable inserts can be selected to reflect different reader profiles. At a time when the direct mail industry is sometimes criticised for sending inappropriate information,

this facility can help rebuild reputations by eliminating unwanted print.

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