

High Wycombe, February, 2021

Press Contact

Baker Goodchild in Triple BOWE SYSTEC investment for the Post COVID World

The UK based customer communications specialist Baker Goodchild who are preparing for a post COVID world, saw the investment of BOWE SYSTEC Fusion Cross inserting machines the perfect solution in supporting them to achieve their 2021 growth strategy and seven-figure investment plan.

Andy Wain, UK Sales Director at BOWE SYSTEC UK comments: "BOWE SYSTEC are absolutely delighted that Baker Goodchild have taken the decision to invest in our technology and have chosen BOWE SYSTEC UK as the partner of choice to enable their aggressive growth plan. The Fusion Cross inserters will at least double the capacity."

Paul Brough, Managing Director of Baker Goodchild, says: "Our partnership and investment with BOWE SYSTEC is a big step forward for us and has been a long time in the planning. We are committed to being the single source for all our client's communication requirements, and need to always have a competitive edge within our industry. This new kit allows us to do just that."

The Fusion Cross inserters bridge the gap between transactional and direct mail: high-integrity processing of important documents and non-standard enclosures while retaining the highest productivity. Thanks to its unique inserting principle and the variety of enclosure feeders, this inserting system can process an extraordinarily broad range of enclosures with the highest possible output.

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BOWE SYSTEC'S Fusion Cross fulfills all the requirements crucial to the success of modern mail production with its uncompromising performance characteristics, a unique inserting principle and high flexibility in handling enclosures. The Fusion Cross performs almost every application required in production mailing centres and allows full operational control – irrespective of the size of the production site and number of systems. This allows a single Fusion Cross system to displace multiple existing inserters. The benefits speak for themselves.

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Photo caption: Fusion Cross.

Notes to Editor's

BÖWE SYSTEC Group

Company profile

BÖWE SYSTEC is one of the world's leading suppliers of smart automation solutions. For over 75 years, the technology company's products have streamlined and optimized work and production flows across a wide range of very different industries. Whether it be inserting systems for classic transactional applications or mailings, card processing solutions, letter or parcel sorting systems for modern post processing centers, automation solutions for intralogistics or pharma serialization, BÖWE technologies play an important role in numerous industries. Headquartered at its production and development facility in Augsburg, the company serves its customers around the world through some 20 subsidiaries and over 50 general agencies. BOWE SYSTEC Ltd. is wholly owned subsidiary of BÖWE SYSTEC Group. Since 2010 BÖWE SYSTEC GmbH has been owned by the Possehl Group, which generated annual sales of around €4.4 billion with a global workforce of approximately 13,000 in 2020. The sole shareholder of L. Possehl & Co. mbH is the charitable Possehl Foundation in the Hanseatic City of Lübeck. More information is available at www.boewe-systec.com and www.possehl.de.

If you publish an article about our company or products, we would be grateful if you could send a voucher copy to the address above. Many thanks.

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Baker Goodchild Company Profile

For over a decade Baker Goodchild have built a reputation as a trusted and proven customer communications and print specialist. Our commitment to providing better, more innovative, market leading services and products to our clients is unrivalled, but it is our people and our partnership approach that sets us apart. So, whether you're looking at a nationwide multi-channel campaign or a handful of local letters to be sent, our experienced team will make sure your message lands, in every sense of the word.

For more information please visit: <https://www.bakergoodchild.co.uk/>
<https://www.linkedin.com/company/baker-goodchild/>

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