

**Augsburg, September 14, 2018**

**BÖWE SYSTEC at PRINT 2018 in Chicago, Booth 836**

## **The BÖWE SYSTEC Fusion Cross: One inserter for all requirements**

BÖWE SYSTEC, a global leader in Document Processing will be exhibiting at Print 2018, the leading exhibit for Production Mailers, September 30, 2018. The company will be demonstrating its enhanced, award-winning, **Fusion Cross inserter**, which has gained worldwide attention as it is deployed in every sector of the production mail industry, including Direct Mailers, Service Bureaus, Telecommunications, Financial Institutions, Insurance companies and other market segments.

Interestingly in this age of digitization, companies are still investing heavily in new color print technology to create compelling, more targeted customer communications, and while First Class mail declines Standard mail is growing, requiring technology that is faster, more flexible and efficient – a need all fulfilled by the BÖWE SYSTEC Fusion Cross with its unique, patented inserting process.

The global success of Fusion Cross systems from users discovering that it is the only inserting platform they will ever need. This Single Machine Type Strategy (SMTS) provides the capability to process work at the highest efficiency levels and net production speeds. Fusion Cross accommodates the broadest range of applications along with the added benefit of fully automated changeover resulting in at least a three to one replacement of conventional technology platforms.

**Press Contact**

**Alexandra Stoelzle**

Corporate Marketing

Phone +49 821 5702-305

Fax +49 821 5702-11305

[marketing@boewe-systec.com](mailto:marketing@boewe-systec.com)

**BÖWE SYSTEC GmbH**

Werner-von-Siemens-Str. 1

86159 Augsburg

Germany

[www.boewe-systec.com](http://www.boewe-systec.com)

BÖWE SYSTEC will also be demonstrating a new capability with its **White Paper Removal** module which eliminates the need for an Operator to remove large sections of blank paper from a roll. In addition, the **Small Job Consolidation** software suite, which provides the opportunity to batch work into longer production runs and results in significantly improved workflow and output.

This year attendees will see the company's striking new color scheme. "This represents our vibrant innovative approach and commitment to a market that continues to evolve", says Joachim Koschier, BÖWE SYSTEC Group CEO. "We are thrilled to be demonstrating the full capability of Fusion Cross as well as our range of exciting solutions to the market and, of course, are again looking forward to productive conversations with our customers and prospects alike".

"We always look forward to Print, as it gives us the opportunity to demonstrate how BÖWE is focused on bringing exciting innovation to the market", states John Lombard, BÖWE SYSTEC North Americas CEO. "We are truly looking forward to welcoming visitors to our booth to show them how BÖWE is addressing the future technology needs of the industry."

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## **BÖWE SYSTEC GmbH**

### **Company profile**

BÖWE SYSTEC is one of the world's leading suppliers of smart automation solutions. For over 70 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. Since 2010 BÖWE SYSTEC GmbH has been owned by the Possehl Group, which generated annual sales of around €3.8 billion with a global workforce of approximately 12,500 in 2017. 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](http://www.boewe-systec.com) and [www.possehl.de](http://www.possehl.de).

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