

CASE STUDY

SÜDWEST MAIL, GER

MAIL SERVICE

PROVIDER

“We haven't had to make any compromises with the state-of-the-art Simex Letter.”

Uwe Groß | Managing Director | Südwest Mail Brief + Service GmbH

Südwest Mail
Meine Post. Deine Post



BÖWE SYSTEC 

www.boewe-systec.com

BENEFITS AT A GLANCE

✓ MODULAR AND SCALABLE DESIGN

so the machine can grow with the company

✓ BROAD FORMAT AND WEIGHT SPECTRUM

delivering maximum flexibility

✓ HIGH SPEED AND PRODUCTIVITY

allowing tight time windows to be met

✓ EMITTING JUST 70 DECIBELS AT FULL SPEED

making the machine extremely quiet



TECHNOLOGY

- » The Simex Letter can process formats from C6 to B5 and even C4 and Flats in thicknesses between 0.15 and 8 mm and weights from 2 to 100 grams at up to 47,000 cycles per hour
- » Patented guiding channels ensure an extremely low mechanical reject rate
- » The system captures addresses quickly and reliably using its integrated OCR reading technology to ensure maximum sorting reliability
- » The modular Simex Letter mail sorting system can be expanded from 24 up to a maximum of 192 sorting bins
- » Optional, calibrated scales can be integrated in order to weigh every item individually and reliably

- » It is not just its performance that makes the Simex Letter a winner, it also offers ergonomic design, user-friendly operation and easy accessibility; its compact design and operation from a central control point means that a single person can handle everything

🔑 EXECUTIVE SUMMARY

It is not easy to compete successfully with a former monopoly such as Deutsche Post. One alternative mail service provider, Südwest Mail, based in Langenau near Ulm, has carved out a stable place in the market through individual and flexible service and highly competitive mail prices. One reason it has managed to do so is the Simex Letter from BÖWE SYSTEC. This highly flexible mail sorting solution allows up to 130,000 letters to be reliably sorted daily, reduces manual sorting to a minimum, and gains the company an enormous time advantage.



🚫 THE CHALLENGE

Since the end of the 90's, several private letter service providers have established themselves following the gradual ending of Deutsche Post's letter monopoly in Germany. One of these private service providers is Südwest Mail Brief + Service GmbH based in Langenau near Ulm. Südwest Mail processes and delivers up to 130,000 letters every day and serves over 500 customers. Until the spring of 2017 the company split the sorting work between three sites and at one of these the sorting was still done by hand. However, with the move into a new facility in Langenau and the investment in a new sorting system the aim was to handle the whole volume at one central site. Amongst other things, this would allow the bulk of the mail to be sorted by machine and the proportion of sorting by hand to be reduced to a minimum. One of the biggest challenges that Südwest has to face every day is the tight time window within which mail sorting must be completed. Since the letters need to be delivered along with the daily newspapers in the early morning, Südwest Mail has to have the mail completely sorted and ready for its delivery service by midnight at the latest. What this means for the mail sorting system is that not only must it constantly run at high speed but that it must also be able to process as wide a range of formats and thicknesses as possible. Since Südwest Mail bills for items by weight, it was also important to be able to reliably weigh each item.

🔑 OUR SOLUTION

After thoroughly investigating the market, Südwest Mail opted for the Simex Letter sorting system from BÖWE SYSTEC because, as Uwe Groß, Südwest Mail's Managing Director, explains, it is a, "resilient and reliable solution". Simex Letter can handle mixed letter mail in formats from C6 to B5 and even up to C4 and items up to a maximum thickness of 8 mm. Automatic thickness measurement and calibrated scales are integrated into the machine to allow products to be weighed individually without reducing the processing speed. This spectrum allows Südwest Mail to process the bulk of the mail by machine. Südwest Mail set a target of 75 percent for machine sorting but the Simex Letter has done significantly better. Currently, the proportion of hand sorting is down to just 12 percent. It has also been possible to meet the very tight time window thanks to the machine's speed of up to 47,000 cycles per hour. One crucial aspect for Südwest was that the installation of the machine should proceed smoothly and meet the deadline for its move to Langenau. The plan was for the sorting work at the three sites in Ulm, Crailsheim and Aalen to be brought together in Langenau and handled by just one system without there being any disruption to the workflow. BÖWE SYSTEC worked closely with its customer on the move and changeover, and as a result delivered a hitch-free start to the new production system.

CUSTOMER PROFILE

Südwest Mail Brief + Service GmbH based in Langenau near Ulm in Germany is a private mail service provider in the Ulm and Crailsheim regions. Founded in 2005, the company is a wholly owned subsidiary of the Ulm-based Südwest Presse. Up to 130,000 letters are processed every day and delivered via a well-honed network.

Südwest Mail
Meine Post. Deine Post



Photo credits: © Südwest Mail/
Daniele De Biasi for Südwest Mail

BÖWE SYSTEC 

BÖWE SYSTEC GmbH
Werner-von-Siemens-Str. 1
86159 Augsburg | Germany
Phone +49 821 5702-0 | Fax +49 821 5702-234
info@boewe-systec.com | www.boewe-systec.com