

The driving force

for the midrange segment



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Contains exemplary illustrations



DL-C5
#10-6 x 9



5 mm/0.2"



50,000 sheets/h



12,000 env/h



1 channel



8 mm/0.32"

DIRECTMAILER

For service providers who want more

Maximum production capacity, high flexibility and system availability with minimum servicing and maintenance requirements and low operating costs – these are the challenges increasingly faced by service providers, lettershops and service bureaus today. Our solution: Direct Mailer. The impressive output of up to 12,000 envelopes per hour makes Direct Mailer the perfect partner in the midrange service segment for processing envelope formats up to C5 and 6 x 9. Reading units and sensors ensure complete monitoring of materials throughout the entire production process.



The Direct Mailer's new inserting technique based on Fusion Cross technology ensures **a stable inserting process**



High flexibility in enclosure handling due to two different types of enclosure feeders available (rotary and friction feeder)



Direct Mailer offers **attractive value for the money** and is the ideal entry-level solution for the service industry



Self-explanatory, **simple and intuitive operation** with the help of the BÖWE Cockpit control software



Consistent modularity and a wide variety of options ensure the maximum application flexibility



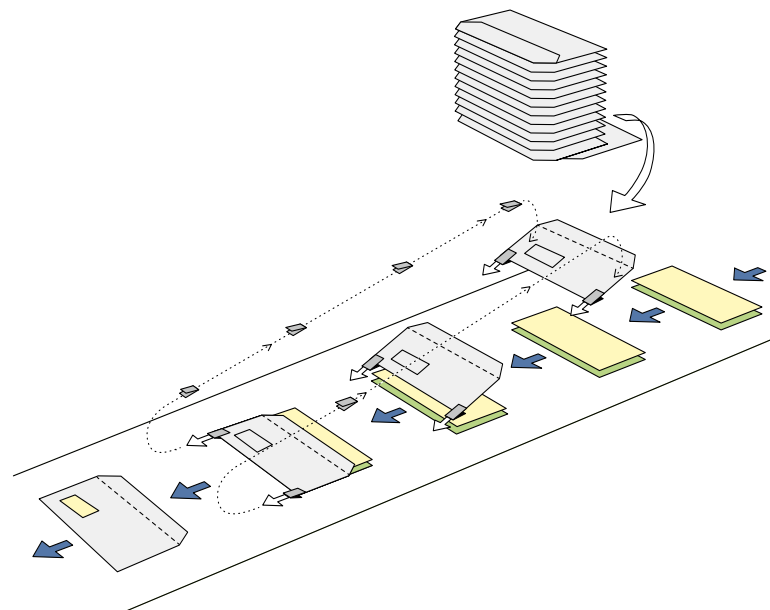
Easy to use and service

A strong partner for service providers with an eye on their budget

This direct mail system is particularly suitable for high output, multi-shift production, and for all service providers who prize quality and a good price-performance ratio. Providing attractive value for the money, a reliable inserting process thanks to a new inserting technique as well as low servicing and maintenance requirements, the system is the ideal entry-level solution for the service industry.

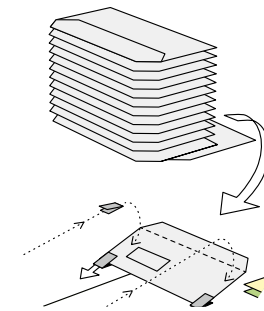


- › The Direct Mailer is ideal for direct mail applications as well as conventional mail processing with its powerful performance of up to 12,000 envelopes per hour
- › Intelligent and safe paper feeding with market-proven BÖWE SYSTEC input channels for continuous and cut-sheet processing
- › Inserting technique based on Fusion Cross technology ensuring a stable inserting process
- › Easy to use with minimized set-up times and quick job changeovers as well as self-service maintenance
- › Attractive value for the money and a cost-effective option for smaller companies



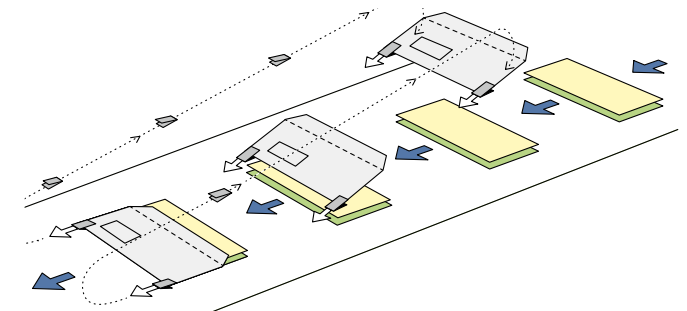
1 Draw-off

- › High capacity for up to 2,000 envelopes (optional)
- › Envelope will be drawn-off securely with the aid of grippers
- › 180° redirecting of envelopes at full speed



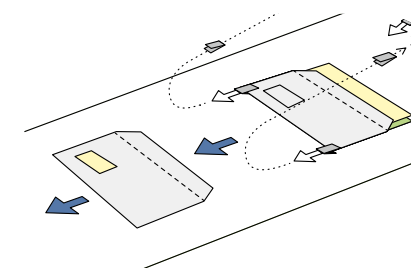
2 Stable guidance

- › Grippers ensure a stable transport of the envelope
- › Envelope will be guided safely into the filling position
- › Inserting technique based on Fusion Cross technology ensuring a stable inserting process
- › Secure positioning for all formats



3 Inserting and closing

- › Gentle guidance of envelope into filling position and controlled inserting process
- › Envelopes are closed and stacked face up, ideal for post-processing



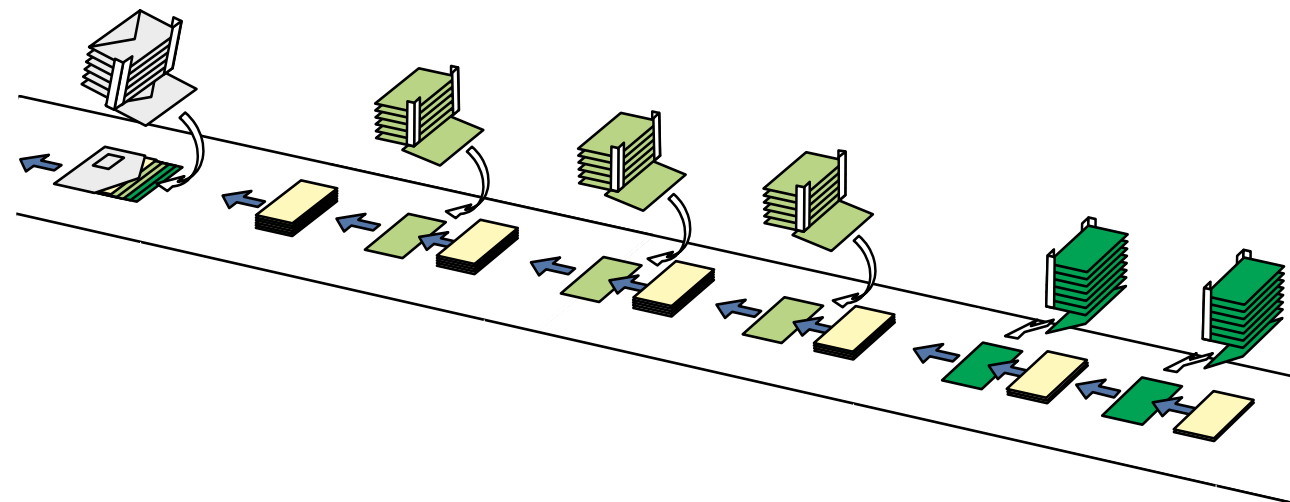
Flexible enclosure handling

for personalized customer communication

The increasing daily flow of information makes it more and more difficult for companies to catch their customer's attention. Personalized communication directly addressing customers has, therefore, increased in importance in today's advertising strategies. The consequence for production mailing centers is the need to handle an incredible variety of enclosures for an increasing number of different customers. Not a problem for Direct Mailer. Fitted with two different enclosure feeders – rotary and friction feeder – the system is ideally suited to handling different materials.



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| <ul style="list-style-type: none"> › Up to 13 enclosure feeders can be integrated optionally › Optional reading in enclosure feeder in order to ensure every letter matches its envelope and enclosures | <ul style="list-style-type: none"> › Friction feeder for handling booklets, return envelopes or enclosures with varying thickness › Rotary feeder for enclosures with rough, smooth or sticky enclosures as well as enclosures with low rigidity or air permeable material | <ul style="list-style-type: none"> › Flexible enclosure feeding for personalized customer communication › Increased productivity thanks to improved feeder capacity of up to 300 mm and an optional autoloader for automated feeding |
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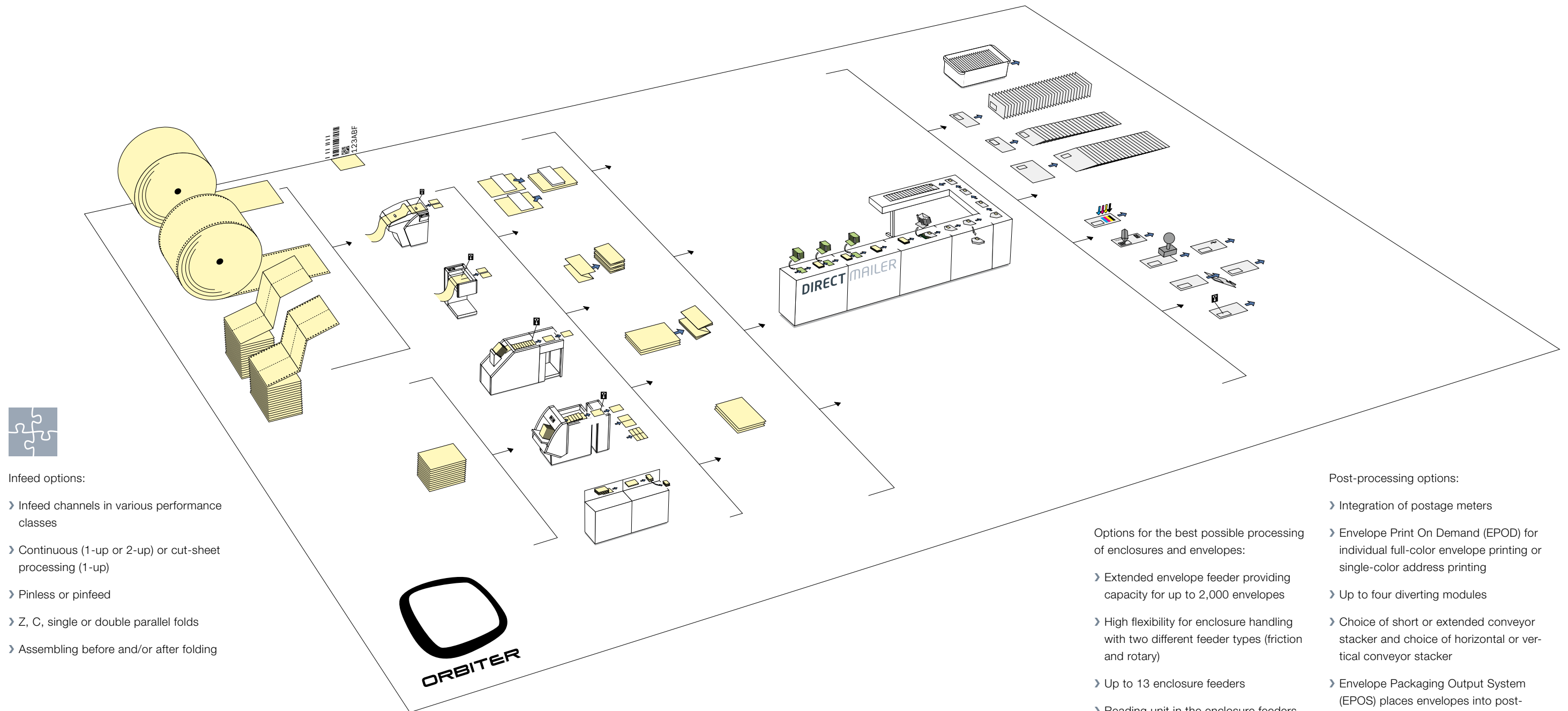
Intuitive system control with BÖWE Cockpit

The Direct Mailer can be operated easily and intuitively using a touchscreen monitor with the BÖWE Cockpit system control software. A clear user interface and graphically assisted user guidance ensure high ease of use. As standard, BÖWE Cockpit for the Direct Mailer consists of the apps System Operation for intuitive system operation and Recipe for efficient system set-up. The Report app can optionally be added for detailed production assessments. BÖWE Cockpit forms the basis for the full integration of the Direct Mailer into a BÖWE One software environment for mailroom management.



- › BÖWE Cockpit System Operation guides the user through job processing
- › An intuitive and virtually text-free user interface guarantees a user-friendly experience
- › Reduced training requirements due to self-explanatory, simple and intuitive operation via the touchscreen monitor
- › BÖWE Cockpit Recipe assists the user in describing the material to be processed in order to prepare the system for the actual production process
- › Optional BÖWE Cockpit Report for job and system reports
- › Optional material tracking and database-controlled processing
- › Optional full integration of the Direct Mailer into the BÖWE One environment





Infeed options:

- › Infeed channels in various performance classes
- › Continuous (1-up or 2-up) or cut-sheet processing (1-up)
- › Pinless or pinfeed
- › Z, C, single or double parallel folds
- › Assembling before and/or after folding

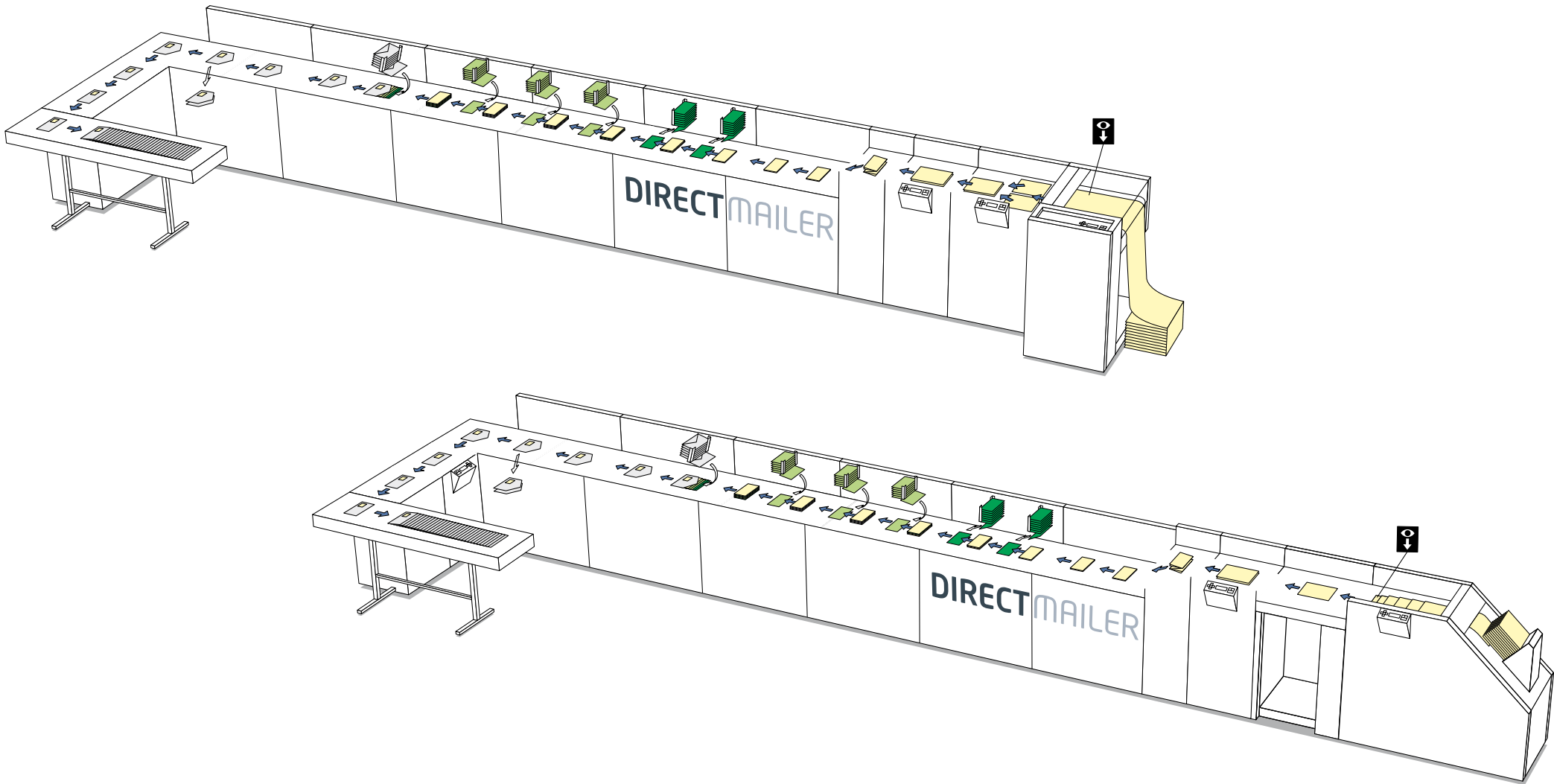
Options for the best possible processing of enclosures and envelopes:

- › Extended envelope feeder providing capacity for up to 2,000 envelopes
- › High flexibility for enclosure handling with two different feeder types (friction and rotary)
- › Up to 13 enclosure feeders
- › Reading unit in the enclosure feeders to make sure every letter matches its envelope and enclosures

Post-processing options:

- › Integration of postage meters
- › Envelope Print On Demand (EPOD) for individual full-color envelope printing or single-color address printing
- › Up to four diverting modules
- › Choice of short or extended conveyor stacker and choice of horizontal or vertical conveyor stacker
- › Envelope Packaging Output System (EPOS) places envelopes into post-boxes
- › Batch kicker for staggered stacking
- › Color marker
- › Output reading

Technical Data



Max. performance

DL, C6/5, C5
#10, 6 x 9

up to 12,000 env/h

Documents from the infeed channel

Width gross	200 mm – 502 mm	Height gross	8" – 15 4/6"
Width net	200 mm – 216 mm	Height net	8 – 14"
Paper weight	70 – 120 g/m ²		

Enclosures

Max. number	13 enclosure feeders		
Width	85 mm – 216 mm	Height	55 mm – 148 mm
Thickness	up to 5 mm	Paper weight	80 – 200 g/m ²

Envelopes

Width	220 mm – 242 mm	Height	105 mm – 162 mm
Feeder capacity	Standard: approx. 300 envelopes Option: extended envelope feeder for up to 2,000 envelopes	Paper weight	70 – 120 g/m ²

Max. inserting package

Height	up to 8 mm
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