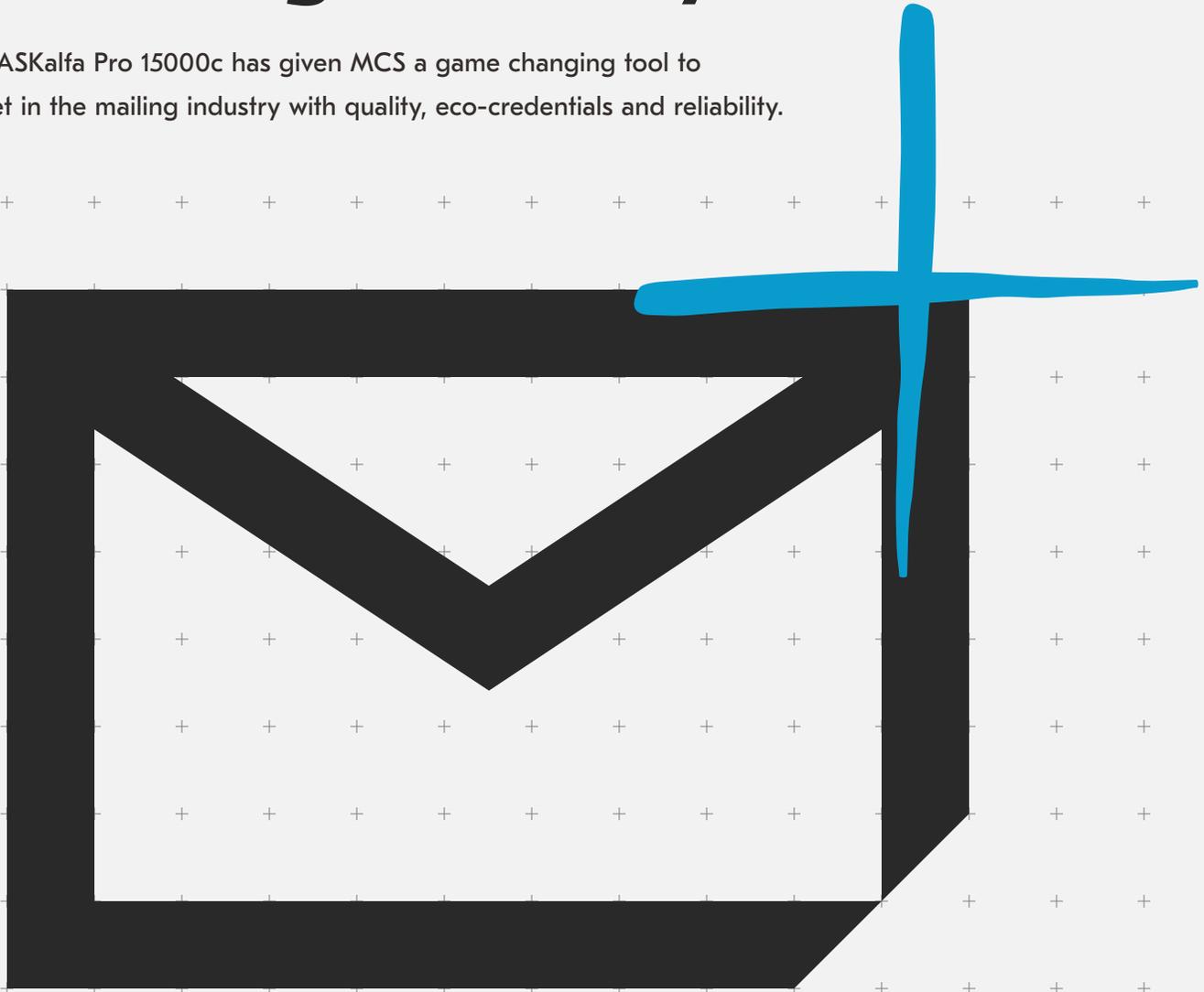


# Leading Inkjet in the Mailing Industry

The Kyocera TASKalfa Pro 15000c has given MCS a game changing tool to introduce inkjet in the mailing industry with quality, eco-credentials and reliability.



Case Study



Manufacturing



MCS Inc. had experience working with Kyocera and the organization's inkjet technology, so when Kyocera moved into the inkjet press market, they were keen to learn more. Identifying a potentially lucrative opportunity, the TASKalfa Pro 15000c presents a new option to offer to their customers.



## The Background

Based in Gaithersburg, north of Washington DC, MCS Inc. designs, manufactures, sells and supports industrial inkjet imaging, tracking and inserting systems for the mail manufacturing industry. The company was established in 1991 and enjoys relationships with over 80% of U.S. mail manufacturing market and also operates in Europe and Asia.

MCS operates in two distinct markets: Marketing Mail, which includes self-mailers, letter mail and flats products, and First-Class transactional mail, covering financial and healthcare-based statement mail.

## The Challenge

Despite the growth of inkjet in the mail manufacturing domain, toner-based printers are still the dominating force in the cut sheet printing market.

MCS has been a leader in mail manufacturing not only because of its technology, but because of their understanding of the industry and its needs. However, management realized that an inkjet device could be the key tool MCS needed to enhance its competitiveness in the market. It could be a game changer.

## The Solution

MCS took advantage of the opportunity to grow and improve its service by choosing the TASKalfa Pro 15000c - what they saw as a game changing device. To test the product, MCS called upon two trusted customers with experience in the industrial print market.

The TASKalfa Pro 15000c provided a unique opportunity to provide a device which operates with more sustainable inkjet technology. It also offers the perfect combination for print jobs which require personalization on a large scale.

## The Results

**Quality:** Both companies were impressed by the the device's high quality output and machine reliability. Even in high volumes, the Kyocera inkjet technology sustained incredibly quality during print jobs. The TASKalfa Pro 15000c proved to exceed expectations in every case.

**Sustainability:** The product's eco-credentials were highlighted for its reduced environmental impact. With Energy Star, EPEAT, RoHS and EcoMark certifications and a TEC value of 120V:6.3kWh/week and 220V:6.3kWh/week, it's easy to see why.

**Usability:** In both instances, the ease of use was a key selling point. Workflows are easily managed and print jobs can be controlled remotely or at the device. Trained users can also change most maintenance parts, reducing the need for service technicians.

**Reliability and easy to service:** The TASKalfa Pro 15000c is a robust, reliable machine. Its design incorporates a limited number of moving parts, optimizing uptime and increasing reliability. Service check-ups are quick and downtime is kept to a minimum.

## TASKalfa Pro 15000c

- + Seamless integration into existing operations.
- + Print up to 1 million pages per month.
- + Outstanding image quality.
- + Low energy consumption.
- + Easy maintenance to reduce downtime.



## Customer Testimonial



"MCS has found Kyocera to be a partner that under promises and over delivers. The experience of bringing the TASKalfa Pro 15000c to market has been very positive. We expect to be a Kyocera partner for many more years."

David Loos, President, MCS

Kyocera Document Solutions has championed innovative technology since 1934. We enable our customers to turn information into knowledge, excel at learning and surpass others. With professional expertise and a culture of empathetic partnership, we help organizations put knowledge to work to drive change.

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