

## Case Study



# Kern 3500 inserter saves Central Mailing Services up to £50k pa

## Overview

### Customer

Central Mailing Services  
www.centralmailing.co.uk

### Sector

Direct Mail Services

### Country

England

### Implementation period

2018 / 2019

### Product / solution

Kern 3500 Inserting System

### Technical advantages

- Performance
- Productivity
- Kern Service

### Statements

*“Kern were very helpful and never let us down once”*

*“We have seen great efficiency, with faster speeds resulting in lower labour costs.”*

*“Across a normal shift we now produce an additional 112,000 packs on average”*

For nearly 30 years, Central Mailing Services have been providing print and mailing solutions from their state of the art site in Birmingham, specialising in Direct and Transactional Mail, Fulfilment, Publishing, Mail Personalisation and Digital Print.

Customer service is at the core of the business while delivering high quality solutions, which has earned them the Customer Service Excellence Award (CSE) amongst other industry awards.

### Establishing the Client's Needs

CMS were in need of a high speed envelope enclosing machine when they were experiencing high volumes of critical work, and did not have an inserting system that allowed the flexibility they required. The business needed a solution that enabled them to run high speed Direct and Transactional Mail work incorporating personalised inserts.

Due to the nature of the work they produce and the clients they serve, it was essential that the solution was flexible as well as highly accurate. CMS are busy all year round with a steady volume of work, so they knew that the solution also needed to be consistent, reliable and well built.

### Finding the Solution

When it came to looking at the marketplace for a suitable solution, Mitesh Chouhan, Managing Director at CMS, knew what his criteria was. He says “we considered two similar solutions from other companies but I felt the Kern 3500 was better than a module build machine.”

Mitesh met with one of Kern's sales experts, and in 2018 CMS purchased a Kern 3500 high speed inserter, which “meets their needs very well”. The Kern 3500 is capable of processing up to 22,000 items per hour.

## Case Study



Mitesh states “the Kern proposal was attractive, a machine was available, and the spec was good for us. What we found most attractive about Kern is the reputation of the brand and their presentation. The speed and the front end intelligent inserter are what made the Kern machine stand out against the competition.”

All of the staff at CMS, but especially the operators of the machine, are particularly pleased with the speed as well as the quick set up times.

### Overcoming Obstacles

It wasn't smooth sailing from the very beginning however. When the Kern 3500 first arrived at the site in Birmingham, there were a few issues and it became clear that it needed some adjustments in order to have it fully operational. Mitesh says “Kern were very helpful and never let us down once. All work was carried out on-site at CMS – no questions asked. The Kern warranty is excellent.”

Kern have got a team of highly trained engineers supporting customers, from ad hoc call outs to around the clock on-site cover, delivering exactly the service level customers need and can afford.

### Seeing the Benefits

When asked what specific benefits and results they have seen since installing the Kern 3500, Mitesh claims “we have seen great efficiency, with faster speeds resulting in lower labour costs.”

It has “provided them with the ability to cope with time critical, last minute work, due to its selective capability and the excellent variable sheet feeder.” Having the Kern 3500 has also meant that they have been able to enhance their Transpromo work.

The Kern 3500 is around 3 times more productive than their previous system, allowing CMS to produce an additional 16,000 packs per hour, equaling around 112,000 extra packs per shift than they were producing before.

It has improved their printing work by allowing them to send collated sheets straight from the print room, removing a whole step from the process, which has in turn increased their overall productivity. They have also been able to transfer daily mailing from their hand fulfilment team onto the machine. Combined with their reduced labour costs, this has allowed CMS to save around £50k per annum.

## Case Study

Richard Hooper, Operations Director, says that due to their reduced turn-around times, CMS have been able to take on work that they would not have previously considered. Overall costs to the business have also been reduced thanks to the increased efficiency.

They are now able to provide customers with complete confidence and assurance in the production of critical mail pieces due to the auditable integrity software that runs on the system.

### **Looking to the Future**

The implementation of the Kern 3500 has already allowed CMS to compete for higher volumes of Direct Mail and Transactional work, something which they plan to continue building on in the future.

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*Kern is proud to be part the CMS success story with award winning innovative systems combining quality, integrity and efficiency, providing state of the art technology and innovative developments with the highest level of technical workmanship, shaping the future of document finishing worldwide.*