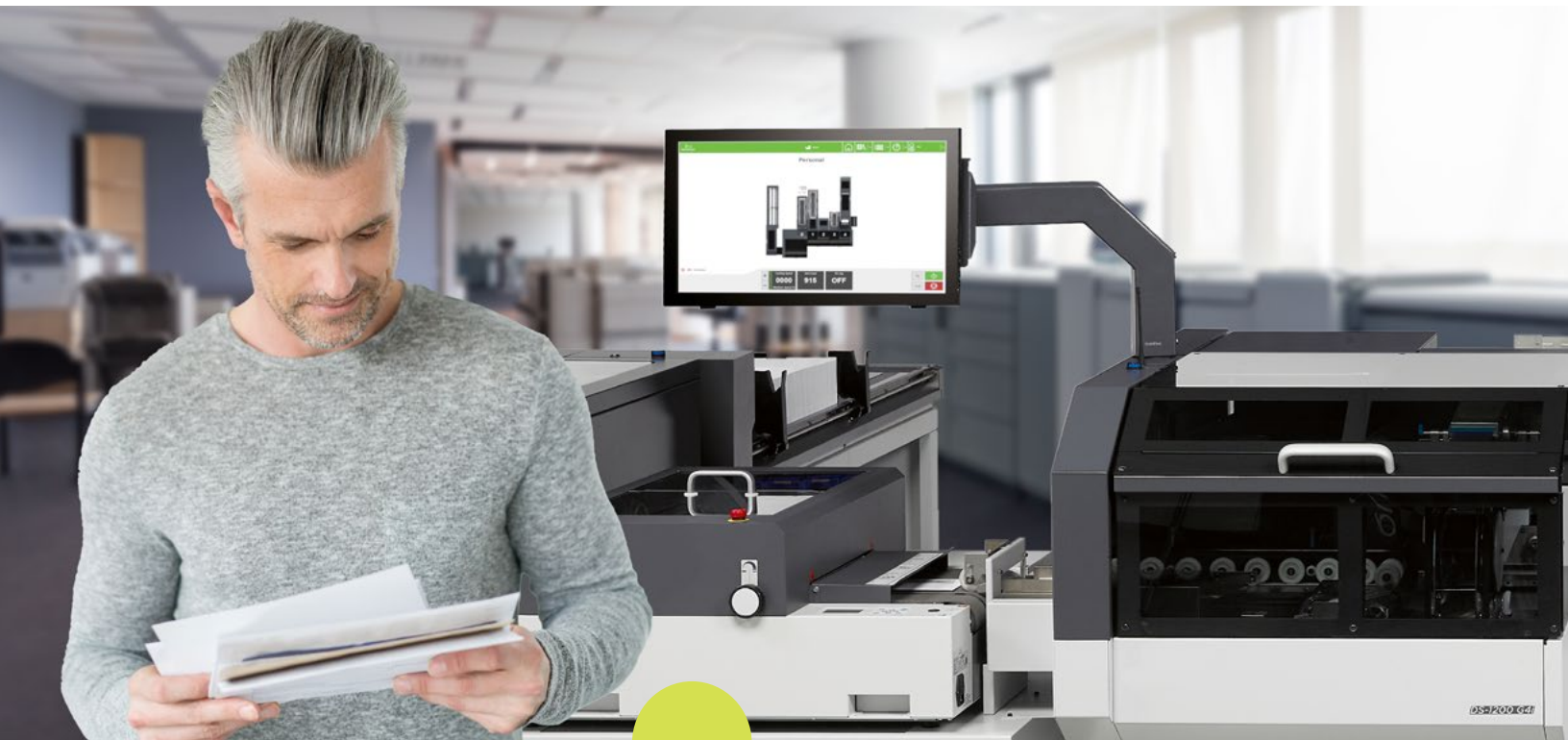


**CASE STUDY**

## SunDance amps up already-broad range of services with Quadient's Folder Inserter



Founded in 2007 in Orlando, Florida, SunDance is a commercial printer offering a broad range of end-to-end services, including creative design, branding, printing, mailing and more, for clients in the healthcare, financial services, entertainment and hospitality industries. SunDance has become recognized as a leader in producing business collateral that gets attention and, ultimately, results.

“INVESTING IN THE DS-1200 G4I FOLDER INSERTER BRINGS US MANY BENEFITS, INCLUDING IMPROVED PRODUCTION SPEEDS AND THE ABILITY TO ENSURE COMPLIANCE WITH HIPAA LAWS, AS WELL AS SPECIAL MATCH MAILING REQUIREMENTS.”

**JohnHenry Ruggieri, President of SunDance**



## Challenge

As a recognized leader in the commercial printing business, SunDance stays ahead of the competition by not only providing white glove printing services, but also utilizing innovative technologies to offer new services that help clients improve their marketing results. SunDance developed their match mailing services to protect customers' private information and create more engaging direct mail for clients. They needed a reliable in-house match mailing equipment for fast folding and inserting and accuracy in putting the right contents into the right envelope.

## Solution

SunDance purchased a Quadiant DS-1200 G4i Folder Inserter specifically to support this growing area of its business. With match mailing services, they can produce and insert multiple personalized pieces into a single mail package to spark improved response rates from direct mailers.

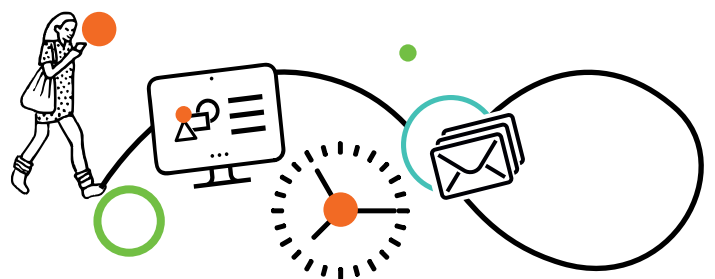
## Results

The DS-1200 G4i Folder Inserter brings many benefits, including improved production speeds and the ability to ensure compliance with HIPAA laws, as well as special match mailing requirements. Equipped with the latest technology, the DS-1200 G4i helps SunDance open doors to future clients in need of a reliable mail source for their legal documents, non-profit appeal mailings or special inserts that must match to specific individuals. Additionally, it offers a scalability that meets the company's business growth because it's easily field upgradable.



## Enhanced offerings with match mailing

SunDance's match mailing services were developed for clients who want to create more engaging direct mail or protect customers' private information. Match mailing is the process of producing and inserting multiple personalized pieces into a single mail package and is an effective concept for direct mailers seeking to spark improved response rates. However, match mailing requires a high degree of accuracy, especially when dealing with sensitive information. To ensure its in-house match mailing equipment delivered the reliability needed for fast folding and inserting and accuracy in putting the right contents into the right envelope, the company purchased a Quadiant DS-1200 G4i Folder Inserter specifically to support this growing area of SunDance's business.





## State-of-the-art technology drives innovative services

The new DS-1200 G4i Folder Inserter provides a number of innovative features that add enhanced speed and accuracy to SunDance's comprehensive match mailing services, including:

- The ability to automatically collate, fold, insert, seal and count up to 12,000 envelopes per hour
- State-of-the-art feeding technology, including an Intelligent Mail Operating System (IMOS) and an Automated Insertion Management System (AIMS), that guarantees the right documents are inserted into the correct envelope for secure mailing

SunDance also chose to add the Quadient High Speed Document Accumulator onto its DS-1200 G4i, which allows the company to maintain high output speeds while assembling variable multiple pages together prior to folding. The accumulator not only maintains exact A-Z print order, but it also allows SunDance to change between standard 11-inch documents and 14-inch legal sizes automatically as part of the DS-1200's trademark 30-second automated job changeover. It can read and assemble variable pages, feed pages of like page counts or process single pages as needed all by simply choosing the right job.

Additionally, the DS-1200 G4i Folder Inserter is equipped with a 24-inch color touchscreen, automated job changeover capability and an infinite number of pre-set jobs for easy use. Folding, pack size and envelope adjustments are all made automatically whenever a job is chosen. These user controls ensure that set-up time is significantly reduced and the system can run virtually "lights out" without a dedicated operator and on-site support.

“WE CHOSE THE DS-1200 G4I FOLDER INSERTER BECAUSE IT ALLOWS US TO ENHANCE OUR EXISTING OFFERINGS AND SPEED THE TURNAROUND TIMES FOR OUR MATCH MAILING CUSTOMERS. THIS MACHINE BRINGS SOPHISTICATED STRENGTH TO OUR INTELLIGENT INSERTING CAPABILITIES THAT INCLUDE INSERTING VERIFICATION AND HIPAA COMPLIANT INSERTING FOR INDUSTRY SECTORS SUCH AS FINANCIAL, MEDICAL, INSURANCE AND HIGHER EDUCATION.”

**JohnHenry Ruggieri, President of SunDance**

“Quadient’s DS-1200 G4i Folder Inserter is simply the best inserter for the money on the market today.”

– JohnHenry Ruggieri, President of SunDance



## Confidence in handling confidential mailings

“We will be using the system to confidently serve our data-sensitive markets, as well as for basic insertion of generic piece mailings, mainly letters and flats,” Ruggieri said. “For our non-profit organizations’ appeal mailings, we’ll be utilizing the flats and/or letter feeders and ink jetting inline for match mailings.”

Additionally, Quadient’s DS-1200 G4i Folder Inserter has the ability to personalize every envelope. Data provided as part of the IOMS/AIMS closed loop integrity system is used to inkjet print individual recipient details, return addresses, marketing slogans or pre-paid indicia on each envelope. Its integrated integrity ensures that every printed envelope matches the addressed mail piece inside. Such concern for accuracy in match mailing is important because of confidentiality requirements—including federal regulations—for handling personal healthcare and financial information. Mismatched insertions or wrong addresses could result in legal liability.

Established after the printing industry’s digital revolution was well underway, SunDance has taken advantage of the cutting-edge technologies now available and currently offers offset, digital and large format printing, mailing, fulfillment, labels and packaging, as well as helping clients develop marketing support, such as branding, creative design and digital marketing. The award-winning company is a certified Women’s Business Enterprise and is the first certified offset Sustainable Green Printer in the state of Florida.

## Well positioned for future growth

Ruggieri notes, “Investing in the DS-1200 G4i Folder Inserter brings us many benefits, including improved production speeds and the ability to ensure compliance with HIPAA laws, as well as special match mailing requirements. Equipped with the latest technology, the DS-1200 G4i helps us open doors to future clients in need of a reliable mail source for their legal documents, non-profit appeal mailings or special inserts that must match to specific individuals. Additionally, it offers a scalability that will meet our business growth because it’s easily field upgradable.”

“Another benefit that has not gone unnoticed is Quadient’s great customer service. From the beginning, they have clearly communicated how to maximize our investment in this inserter and how it supports our ability to provide a positive customer experience to our customers,” Ruggieri concluded.



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