



DIRECT HIT

One2One Communications Newsletter • Winter 2010

Page 1

► One2One Communications & BÖWE BELL + HOWELL Form Strategic Manufacturing Alliance

In July, 2009, One2One Communications and BÖWE BELL + HOWELL (BBH) formed a strategic manufacturing alliance. This alliance draws on the statement design, development and processing expertise of One2One and the world renowned manufacturing expertise of BBH. Together, the companies operate One2One's new production facility in Wheeling, Illinois, just outside of Chicago. In addition to this world class facility, the partnership also provides us with additional print capacity and full disaster recovery services in the sister facility located in Bethlehem, Pennsylvania. Both facilities are ISO 9001:2008 certified and the expanded production space in our Wheeling plant allows for accelerated growth and has increased efficiency.

This alliance also allows both One2One and BBH to realize a number of benefits, including the introduction of new technologies and the leveraging of the complimentary manufacturing knowledge of each. The production manufacturing layout within the new facility has been engineered to maximize production efficiencies and productivity and has more than doubled One2One's previous inserting capabilities. In conjunction with the print facility located in Bethlehem, Pennsylvania, both facilities provide mutual disaster recovery services and additional print and mail capacity.

"We couldn't be more pleased with this alliance", says Rick Brammer, Chief Operating Officer for One2One. "BBH is a world class company that has enhanced our operation with their renowned inserting operations and expertise. We look forward this multi-beneficial working partnership for years to come."

Böwe Bell + Howell (BBH) has decades of experience working closely with mail processors to provide related equipment and services. Using their knowledge of mailing, BBH began offering disaster recovery services which require varied expertise in bill statement processing. This has now expanded to a collocation alliance with One2One Communications in the production of statements, overflow production services, and secure card processing. The BBH engineering group leads the industry in processing speed, system efficiency, and application flexibility. An example of their technology leadership is the development of their print stream optimization which is a unique use of software to optimize throughput of inserting equipment.

BBH Services is Customer Driven Service Model which leverages people, process, and technology to customize unique support levels based upon specific customer needs. With a National field service organization of 1100, BBH continues to lead the industry with a world class service model.



▶ **New Production Facility**

The ribbon cutting ceremony was held on September 25, 2009 to officially inaugurate the opening of the new plant. Left to right: Mark Werthwein—Operations Manager, BBH; Tom Mason—VP Business Development, One2One; John Tarascio—President of BBH Services; Gina Ylagan—Business Implementation Manager, BBH; Rick Brammer—Chief Operating Officer, One2One; George Marton—Chief Executive Officer, BBH.



▶ **One2One Welcomes the Minneapolis Star Tribune**

StarTribune

One2One Communications would like to extend a warm welcome to our newest customer, the Star Tribune in Minneapolis! One2One is now the data processing, print and mail service provider for Star Tribune's monthly customer invoices. Star Tribune is the country's 14th largest daily metropolitan newspaper and the preeminent and predominant newspaper in and throughout the greater state of Minnesota.

"We are very excited to be working with One2One", says Cindy Doege, Vice President of Circulation for Star Tribune. "Improving the overall look and feel of our customer invoice was an exciting outcome, but One2One has also given us the opportunity to incorporate TransPromo marketing strategies into our statements. This capability will assist us in reaching our customers with special messaging and promotions, which we expect will improve retention, grow our circulation and in-turn improve our bottom line profits."

Mark Hammerstrom, Vice President of Marketing and Communications for One2One, says: "We are proud and excited to have the Star Tribune as our newest client. A well respected newspaper throughout the upper Midwest, they are also at the forefront in understanding how to lever the power of their customer statements to drive marketing initiatives in a highly competitive media environment. Their aggressive strategy and our flexible capabilities fit perfectly."

▶ **One2One Communications Featured in Digital Publishing Solutions**

One2One was recently featured in Digital Publishing Solutions for being at the forefront of high speed, full color variable printing with its use of the IBM/Ricoh IP5000. A leader in combining billing statements with TransPromo marketing strategies, the IP5000 allows One2One to give its partners the ability apply variable, full color graphics and messages on the statement. Additionally, this technology allows for greater flexibility in statement layout and design, dynamic, on the fly subsequent pages and variable perforation.

To read the article in its entirety, please [click here](#).



▶ **InfoPrint Solutions Company Establishes Leadership in Digital Color Production Printing**



IBM, Ricoh joint venture announces industry-leading accolades and global installs of its flagship InfoPrint 5000 solution

Boulder, Colo. – July 15, 2009 – InfoPrint Solutions Company, a joint venture between IBM and Ricoh, today announced its leadership in the digital color production space with more than 50 global installations of its full-color, continuous forms inkjet drop-on-demand printing system, the InfoPrint 5000. Many of these systems have been implemented to enable TransPromo applications, as well as to produce Print-On-Demand (POD) books.



The InfoPrint 5000 has been selected by customers in countries including the US, UK, France, Germany, Italy, Spain, Japan and India, due to its high speed, quality of output, reliability and ease of use, in conjunction with InfoPrint's renowned support and professional services.

This leadership in the continuous-form inkjet market was confirmed by a recent IDC study.* According to this study, the company's InfoPrint 5000 commanded the leading 2008 share in the fastest growing continuous-form printer segment, inkjet systems.

"InfoPrint was the first to market with a drop-on-demand digital color production printer and we have demonstrated our experience and leadership. The InfoPrint 5000 is in the sweet spot of high volume, high quality color at a competitive price and is a comprehensive offering with hardware, software, services, finishing, partnerships and support," said George Promis, Vice President for Color Solutions and Technology Alliances, InfoPrint Solutions Company. "We are working closely with our customers around the world to support them in transforming their businesses as well as helping improve their bottom line."

Environmental benefits support sustainability drive

The InfoPrint 5000 offers a number of environmental benefits, including a reduced carbon footprint from its low power consumption comparable to similar electrophotographic or toner-based machines; full support for TransPromo applications which use less paper by transforming inserts to onserts; and compatibility with most recycled paper.

"With our installation of the InfoPrint 5000, our customers are able to merge their transaction documents with personalized promotional information, delivering colorful TransPromo solutions with the proper targeted materials for the appropriate recipient," said Travis Howe, Vice President of Sales, One2One Communications. "This solution from InfoPrint is also allowing us to save on postal costs by eliminating the need to use standalone inserts in the envelope, a typical high cost of monthly transactional mailings."



Leading combination of high speed and quality

The InfoPrint 5000 provides customers with:

- Innovative piezo-electric, drop-on-demand inkjet technology with water-based pigment or dye inks that are resistant to fading and smearing
- Impressive performance to expedite job completion and enable footprint consolidation, to meet client SLA's (with the option for speeds up to 420 feet per minute/128 meters per minute)
- Powerful and extendable InfoPrint multi-computer printer controller
- Support of a common open standard architecture for variable data color output, enabling the implementation of a robust, end-to-end full color solution to complement their current environment
- Flexibility in addressing specific application requirements, data streams and operational demands, vital when customizing content for larger audiences

* "Worldwide and U.S. Laser/LED and High-Speed Inkjet Continuous Feed Printer 2009 to 2013 Forecast and 2008 Vendor Shares," Riley McNulty, April 2009, IDC Report #217477.

Go Green with One2One!



The InfoPrint press release in this newsletter highlights some of the environmental benefits of the IP 5000, which One2One utilizes for statement and letter printing. The key points noted are:

- A reduced carbon footprint from its lower power consumption.
- Full support for TransPromo applications which use less paper by transforming inserts to onserts.
- Compatibility with most recycled paper.

In addition to this, the 24# roll stock that One2One utilizes for all of our printing applications is SFI certified, meaning the paper is produced from sustainable forest land. To further encourage "green" and sustainable business practices, One2One offers an electronic statement service, E-Push: Secure E-Statement Delivery. Please [click here](#) to see how E-Push can help your company reduce paper use.

We'd also like to ask our partners to considering the following:

- Utilize TransPromo onserts instead of printing and inserting paper inserts whenever possible.
- Add a "Recyclable Paper" bug to your statements, mailing envelopes and inserts as a reminder to your customers to recycle the paper.
- Print your inserts, channel cards and other notifications on partially recycled paper as a way to conserve resources.
- Continue to offer e-Bills in addition to paper statements.