

Sigler Printing Has a Singular Success

Pat Veverica, What's Your Plan, LLC



Jeff Oleson of Sigler Printing had a problem. Their two inkjet printers were at their end of life. The printers couldn't handle the USPS requirement for the 65 bar Intelligent Mail Barcode. Sigler produces a lot of mailings, some of them 2 million pieces and above. They needed a solution.

So Olsen, being a savvy Business Solutions Analyst for the company, did what he does best: he researched his options. And he ended up with significant savings and a more streamlined operation as a result.

Oleson's first requirement was to find an inkjet that was versatile. It had to be adaptable to various stocks and coatings. Sigler handles a wide variety of pieces, from envelopes to postcards, to self-mailers and catalogs. The printer not only had to be versatile, it had to be able to switchover easily between jobs.

Next, he wanted to better understand UV ink and whether that feature was necessary. "Being a traditional cartridge guy, I was naturally suspicious of the claims vendors make about UV ink and the applications it was best suited for," states Oleson. He continues: "We put an aqueous coating on about 75% of the pieces that we mail, so printing on top of it posed a challenge. We couldn't afford smearing or streaking, which would cause the piece to be rejected by MERLIN," noted Oleson.

After comparing quotes and features from multiple vendors, Oleson made his choice. The MCS Eagle UV inkjet system met his criteria at a very affordable price. "I also thought it was a superior product," claimed Oleson.

Oleson recalls his experience: "Once we installed the MCS Eagle in Q1 of 2011, we were blown away by the results. We had planned to take only one of the old inkjets out of service, but the MCS system was able to perform the work of both of them in the same amount of time. We were able to change over quickly between jobs, reducing our setup time by 50%. And with the MCS 4.25" print head, we can rotate pieces by 90 degrees, running a #10 envelope at twice the speed," he recalls.

Beth Cross, the charismatic President of Sigler Companies, chimes in: "We're always looking for ways to streamline our operation, and the MCS system gave us noticeable improvements in both speed and output. I'm also pleased that our operators like it. They would tell you that it's very intuitive and straightforward," she noted.

And what about quality? "We can run at full speed, and the UV ink is cured by the time the piece hits the exit conveyor. This is a huge improvement and alleviates the concerns about MERLIN acceptance. The quality is exceptional, giving us darker, crisper print. And our ink consumption is down by 33%," claims Oleson.

Output increased by 30-50%. Ink consumption down by 33%. Better quality. Now that's a success story! Congratulations, Sigler!

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About Sigler Companies

Sigler Companies is the parent company of Innova Ideas & Services, a creative services agency with offices in Des Moines and Ames, Iowa; Sigler Printing, a premier printing and production house; and Signify, a branded apparel and merchandise business. Sigler Companies was founded in Ames in 1958 as Sigler Printing. In its 53-year history, the company has continued to expand its capabilities, and currently offers clients across the United States a comprehensive marketing communications solution of creative services, printing and promotions. Sigler Companies is privately held. Additional information is available at www.siglercompanies.com.

