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Dave Beeson  
President, Affinity Processing Services

## Direct Mail Powerhouse Partners with Lasermax Roll

### Industry

Direct Mail

### Application

High volume, personalized mailings

### Printer

InfoPrint® 4100

### Solution

RS Roll-to-Roll CS:  
RS52 Unwind  
RS102 Rewind

In today’s competitive marketplace, quality products and adaptability to change are the keys to corporate survival. Founded in 1995, Affinity Processing Services, Inc. of Lake Zurich, Ill. uses advanced systems and technologies to streamline today’s complex variable data applications. Today, Affinity has grown to become one of the nation’s leading direct mail and data processing corporations.

Affinity specializes in high-quality, high volume direct mail personalization. The company prides itself on handling the most complex variable data personalization jobs. Affinity’s customers often submit jobs that require hundreds of variable data fields.

Jobs are so complex that instruction sets are often 20 to 100 pages long with spread sheets, hundreds of market cells, hundreds of graphics and multiple forms.

“We have the ability to handle hundreds of graphics and millions of names in one mail stream. Most personalization houses don’t have

that kind of processing power,” said Tom McCarthy, vice president of systems and programming.

The foundation of Affinity Processing is service, quality, and complexity.

“Our goal is to provide the highest quality service and product to our customers,” Affinity’s president Dave Beeson explained. “Everything we have chosen: people, hardware, software, and facilities, has been in keeping with that goal. We have some of the most skilled people in the industry working here.”

To produce these complex applications, Affinity needs more than the best people. It needs the best equipment. This means rugged, flexible printing and paper handling equipment capable of handling the most demanding work.

When researching pre- and post-processing equipment suppliers, Affinity management consulted the operators, who unanimously chose Lasermax Roll Systems RS Roll-to-Roll CS solution.



“The RS series of products have lived up to Affinity’s requirements for delivering the highest quality service and products to our customers.”

“We had partnered with many different roll-fed vendors on different projects, so we’d had a chance to test just about all of the paper handling equipment out there,” said Beeson. “Lasermax Roll Systems continually gives us the best fit in terms of quality and speed, and it has the reliability that we have come to expect. Plus the construction is strong and sturdy without being over-engineered.”

Affinity prefers the durable, solid build of the RS equipment. Dan Thrasher, vice president of technical services, believes that ruggedness is important because of the shop’s volume.

“I estimate that we do about eight to 10 million pieces per month, which is probably on the low end,” Beeson said. “We could easily double that number based on the capabilities of this equipment.”

Affinity also felt the equipment was easier to use because the tensioning does not require manual adjustment. The roll is always solid and square, which is a result of the automated roll alignment and dynamic rewind tension.

The center shaft drive on the RS Roll-to-Roll CS is a necessity in running Affinity’s direct mail applications.

“The Roll-to-Roll CS uses a center shaft drive, which drives the roll from the center, avoiding friction or smudging of the ink,” Beeson explained. “This center shaft drive plays a key role in providing customers with a quality product.”

The ability to reconfigure and “on the fly” flexibility were also important in choosing Lasermax Roll Systems equipment. Affinity is able to add casters to re-configure the equipment depending on current printing needs—simplex or duplex. In addition, the equipment supports any standard core size, which adds to the

equipment’s flexibility.

Affinity also likes the equipment’s ability to rapidly reconfigure the direction of the paper.

“We have clients create preprinted forms, and because of where they sometimes put large dark areas, we have to turn the forms upside down and print the back side first; otherwise, the job would fail,” said Thrasher. “The ability to change orientation with the roll has been very helpful.”

The purchase of Lasermax Roll Systems pre- and post-processing equipment has helped to improve Affinity’s productivity and take advantage of additional opportunities in new markets.

The increased throughput that is a result of the roll feed equipment saves Affinity time by processing customer jobs faster and this time savings can then be passed along to the customer.

“We have not only the expertise, but we have the equipment as well,” said Keith Bliss, vice president of operations. “As a customer, it’s nice to know that your personalization house has the best technology has to offer.”

Looking to the future, Affinity has developed what they feel to be the finest, high speed electronic print facility available. The 40,000 square foot facility is laid out to include 16 printers or eight twin systems.

“Lasermax Roll Systems’ excellent products have lived up to Affinity’s requirements for delivering the highest quality service and products to our customers,” Beeson concluded. “Affinity and Lasermax Roll look forward to a continued and successful relationship in the future.”

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