



CASE STUDY

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## RNB Group streamlines print and mail production with a technically advanced and high-capacity enclosing system

RNB Group is a direct mail, fulfillment and print specialist providing print and mailing services to hundreds of organizations across a range of industry sectors. From its site in Leeds, it produces high-volume, batch mailings and tailored communications fulfilled through digital and print channels. In 2021, in line with its vision to provide innovative tech solutions that drive return on investment, RNB Group engaged Quadiant to deliver mailing equipment and software that would streamline operations, support flexibility and ensure mail integrity.



RNB Group is a full-service direct mail, fulfillment and print specialist.



### CHALLENGE

To consolidate operations to drive efficiency, security and flexibility.

### RESULTS

Mailings processed in a third of the time with accuracy and integrity assured.

### SOLUTION

DS-1200 G4i and DS-600iQ folder inserters, in-line dynamic envelope printing and Automated Insertion Management System (AIMS).

### METHOD

Quadiant recommended and demonstrated equipment and software to optimize print mail service solutions.



## **THE CHALLENGE:** to support flexible operations at scale

As a high-volume mailing solutions provider, RNB Group already used a range of equipment to print, fold and enclose its mailings. However, it recognized an opportunity to consolidate operations with multi-purpose machines that would drive efficiency, security and flexibility.

“To go from operating three different devices for a high-volume mail run to a single device running for a shorter length of time and to scale that up to all the work we do of that nature makes us leaner,” explains Ryan Metcalf, RNB Group’s Managing Director. “It also frees up the other equipment for jobs that are more suited to it.”

Ryan explains that the pandemic further highlighted the importance of working efficiently. As clients adjusted to the evolving situation, RNB Group needed the flexibility to scale up or down to meet changing volume demands, and to take on work for clients who suddenly had staff working remotely and from home. For some clients, this meant switching to digital channels, for others it meant they needed help to issue their print communications. RNB Group is able to absorb new requirements, often at short notice, to meet all needs.

“Our hybrid mail service helped clients during lockdown,” Ryan says. “It meant people could pivot quite quickly when they weren’t in the office and so didn’t have access to their usual mailing machine.”

## **THE PROCESS:** equipment demonstration and ongoing support

As Quadiant has expertise in solutions for print and mail providers, RNB Group discussed its strategy with the team. Quadiant was able to recommend equipment and software that together would optimize print and hybrid mail service solutions. Ryan was able to view the solution in action when he visited Quadiant’s advanced manufacturing and purpose-built showroom in the UK.

Once the full solution, comprising two Quadiant intelligent folder inserters and supporting automation software, was up-and-running at RNB Group, work began immediately on fulfilling high-volume and specialist client mail jobs. Throughout, the Quadiant team was on hand to help.

“Post-sales support was very good,” says Ryan. “Our Quadiant contact is there when we need him.”



DS-1200

## THE SOLUTION: a high-capacity enclosing system

Designed to meet the workflow demands of almost every high-volume mailing application, the **DS-1200 G4i** folder inserter, folds documents and inserts them into envelopes ready for mailing. An in-line **Dynamic Envelope Printer** means outer/cARRIER envelopes can be filled and printed as part of one seamless, efficient operation.

In addition, **Quadient's Automated Insertion Management System (AIMS)** provides a production management engine, seamlessly integrating with the DS-1200 to verify that each mail piece is completed correctly. It updates the data in real time, providing confirmation of accuracy and identifying any unverified documents for reprocessing.

Ryan says: "For compliance purposes, AIMS gives assurance that mailings belong together in their respective envelopes; you're confident that you're not missing any inserts or any personalized pages in a pack."

A **DS-600iQ** folder inserter, which can fold and insert up to 300,000 envelopes per month, provides additional capacity and a backup solution. If a job has to be halted on the DS-1200 for any reason, thanks to AIMS it can be seamlessly switched to the DS-600 without delay or loss of status in job reporting.

"We don't have to stop the main machine from running," adds Ryan. "We can just call the job up on the DS-600iQ which talks back to the main database. It minimizes downtime. Also, the DS-600iQ has a memory so you can pick a regular, pre-set job and it automatically moves everything into place."

For RNB Group, this means minimal downtime with maximum run time, the removal of time-consuming set-up, and mitigation of any potential operator errors.

## THE RESULTS: a lean operation

By streamlining operations through high-capacity equipment and managing it efficiently through software, RNB Group can consolidate tasks on fewer machines. This has speeded up working practices and provided a single, accurate view of the progress of up to half a million mail items a month produced on the equipment.

"We knew it was exactly the right piece of kit and it did exactly what we expected it to do," notes Ryan.

The time savings have been impressive. A 10,000-print run used to be a three-stage job, involving three machines and taking three and a half hours to complete. Now, it is folded and enclosed, and envelopes are printed, by a single machine in one hour. This makes for a leaner operation, with other equipment freed-up for jobs that need it.

Containing jobs in this way also helps ensure accuracy and mailing integrity, something that AIMS helps with too. It provides assurance that mailings and inserts go into the correct envelopes and that there are no costly duplicates.

"It tightens up production with jobs not having to involve three machines," explains Ryan. "Customers are reassured by the way we enclose. For GDPR, they can have faith that we're up to date with technology."

## CUSTOMER FEEDBACK

Ryan Metcalf says: "Going forward, we want to embrace the working relationship with Quadient because dealing with them has been a really good experience."

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### About Quadient®

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