

# Epic™ inserting solution takes the hassle out of changeovers for L&D Mail Masters

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## Client profile

**L & D Mail Masters**  
[ldmailmasters.com](http://ldmailmasters.com)

- Full-service direct marketing company known for results-driven campaigns
- Provides creative design, high-quality print, mailing production and interactive online services
- Produces approximately 21 million mail pieces monthly for Fortune 500 companies and other industry leaders



## Building an integrated solution fuels growth

Growing her business from a garage start-up to a nationally recognised direct marketing company servicing clients such as financial and healthcare service companies was not a willy-nilly process for Diane Fischer, president of L & D Mail Masters.

Facing rapid growth and high volumes of transactional mail that required increased productivity and integrity, the company had initially added a Mailstream Productivity Series (MPS) Inserting System, which significantly improved their mailing operation and helped expand the business even more rapidly. So when she saw a 29 percent growth rate in 2015, and obtained an SOC 2 certification, Fischer decided to build on what had already proven successful.

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## Business challenge

L & D Mail Masters still had several legacy machines that could not meet its increased demands. Specifically, because of the volume and diversity of the company's client base, the company needed to respond rapidly to job changeovers, such as switching from #10 to 6x9 to 9x12 insertions. "Because of limits in the changeover technology," recalls Fischer, "it would literally take us half a day to re-set each job." As clients began asking for more and faster services, Fischer determined to replace the inadequate legacy machines purchased from a different vendor, retain the FlowMaster™ system, and ask BlueCrest about what the next big thing should be. As it turned out, it was an epic move..

*"What started out as something we were going to purchase just to help what we already had turned out to be one of the best things we've ever done."*

— Jill Peden,  
Business Development Manager

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## Technology used

- Epic® inserting solution
- Print+ Messenger™ Color Inkjet System
- FlowMaster™ Inserter System
- Vantage™ mail sorting machine
- Mailstream Productivity Series Inserting System

*“After just two months with the Epic inserter, we love it, we absolutely love it.”*

— Diane Fischer, President

## Solution

And this is where the strategic planning and partnership with BlueCrest paid off. The discussion started with moving from cut sheet processing to continuous form processing (rolls) on the existing MPS system to increase efficiency. The planning then shifted to the Epic system with continuous form input. The Epic system, which combines letter and flat insertion on a single inserter, was a new solution, but after seeing it operate at a trade show, L & D Mail Masters purchased it immediately. The company also purchased a Print+Messenger color inkjet system, which provides operational savings and more flexibility in printing custom envelopes. The third component of the strategic plan is the Vantage mail sorting machine, which provides rapid throughput and enhanced integrity.

The high-speed, multi-format platform of the Epic inserter is capable of processing up to 270,000 mail pieces daily, and can handle more than 70 changeovers a day, significantly reducing operational downtime.

## Benefits

“After just two months, we love it, we absolutely love it,” says Fischer.

Going to the continuous platform coupled with the Epic inserter has provided the company with a 30 to 40 percent productivity increase over the cut sheet system. “So what started out as something we were going to purchase just to help what we already had,” said Jill Peden, Business Development Manager, “turned out to be one of the best things we’ve ever done.”

“With the Epic inserter,” said Fischer, “we can now easily accommodate the various formats with very easy changeover. We went from taking half a day for each changeover to just 20 minutes to re-set the Epic.” Despite its speed, the focus of the Epic design is actually the yield, or net number of good pieces, which the easy changeover process significantly improves, enabling the company to accept jobs it would not have previously considered, increasing revenue and client satisfaction.

In addition, the solution supports file-based processing with every page of every mail piece tracked, from start to finish, providing an extra level of integrity. Because L & D Mail Masters’ clients are in heavily regulated industries, integrity is critical. “This factor, combined with our recent SOC 2 certification, propels us ahead of our competitors,” said Fischer.

The technology simplifies the entire process, reducing the number of operators required to handle changeovers and monitor jobs. “Our employees have embraced it,” Fischer said, noting that because “the Epic and MPS technologies are similar,” the learning curve was minimal.

“Our strategic plan has come together very nicely,” says Fischer. “Every time we add a new piece of equipment, it seems that a customer is knocking at our door, looking for what we just purchased. We can now offer our clients unique capabilities, which drives customer value and engagement. So it helps us to know that BlueCrest is on top of where the market is going.”

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For more information, call 877-406-7704 or visit us online at [bluecrestinc.com](http://bluecrestinc.com).

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