



Engineering the flow of communication™



SURE-FEED PRODUCT ATTACHING SYSTEM

Attaching More Value to the Mailstream





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Integration options for the Sure-Feed Product Attaching System include:

- ✚ Flexible Bindery Interface
- ✚ Magnetic Stripe
- ✚ Reading Plow Folding
- ✚ Matching
- ✚ Read and Print (AT2 only)
- ✚ Verification (AT2 only)

Typical Product Attaching Applications

- ✚ Loyalty cards
- ✚ Phone cards
- ✚ Real Estate Business
- ✚ Cards
- ✚ Credit Cards
- ✚ Insurance Cards
- ✚ Gift cards
- ✚ Pouches
- ✚ Packets
- ✚ Faux cards
- ✚ Post cards
- ✚ Refrigerator Magnets
- ✚ Certified Mail

SURE FEED PRODUCT ATTACHING SYSTEMS

Attaching More Value To the Mailstream

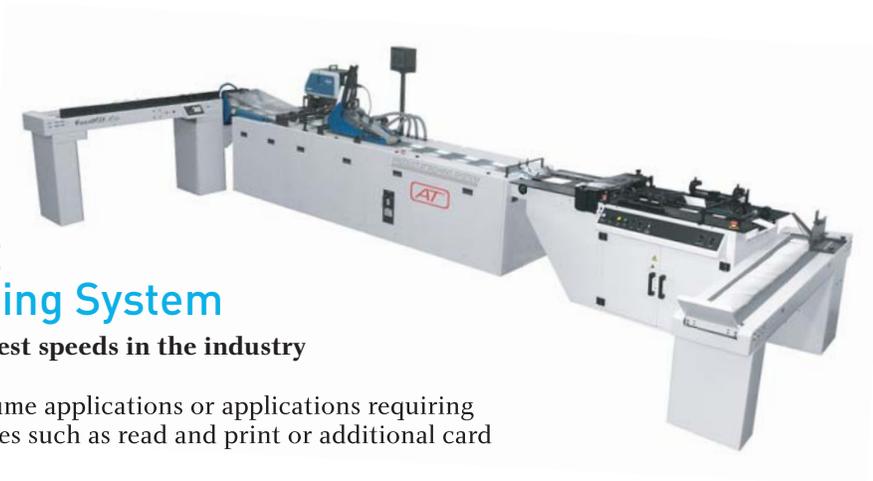
Our Sure-Feed Product Attaching Solution Adds Intelligence into Every Communication.

Pitney Bowes Sure-Feed Product Attaching System is a turnkey solution for service providers and transactional mailers who want to increase revenues by integrating value-add services. The Product Attaching System automates the attaching of products, such as embossed cards, business cards and even magnets at speeds up to 25,000 mailpieces per hour. The flexible platform is quick to set-up-and-run, easy to operate and offers precision product placement to process a wider range of applications and materials.

The Product Attaching System is available in two models—the AT2 and AT3—allowing mailers to choose the solution that best fits your business needs and budget. Both systems incorporate a number of features to ensure mailers can process attaching applications with increased efficiency and precision.

The Sure-Feed Product Attaching System helps you:

- ✚ **Offers services to help your customers significantly increase response rates** – achieve higher ROI on marketing campaigns
- ✚ **Reduce operational costs** – reduce labor costs with less operators, setup the system in minutes and increase application productivity by up to 50 percent
- ✚ **Achieve SLA's with greater customer satisfaction** – produce high quality documents at high speeds
- ✚ **Increase flexibility** – easily configure systems to meet current and future application requirements and process a wider range of applications and materials
- ✚ **Sustain competitive advantage** – take on new applications and provide unique service to customers
- ✚ **Achieve a Faster Return on Investment (ROI)** – Minimal maintenance requirements and a fast set up that does not require tools all make the product attaching system pays for itself quickly.



Sure-Feed AT2 Product Attaching System

High volume at the highest speeds in the industry

- ✦ Designed for high volume applications or applications requiring value-added capabilities such as read and print or additional card attaching
- ✦ Processing up to 25,000 mailpieces per hour
- ✦ High volume processing with a high capacity FeedMAX input conveyor
- ✦ Value-add options and scalability to integrate ink jet printer, additional card feeders, scanning or rotary placers

Sure-Feed AT3 Product Attaching System

High-end features with a low-end price

- ✦ Process up to 20,000 mailpieces per hour with one operator
- ✦ Smaller design offers a cost-effective choice to enter the product attaching market
- ✦ Save space with a smaller footprint



Precision, Productivity and Profitability

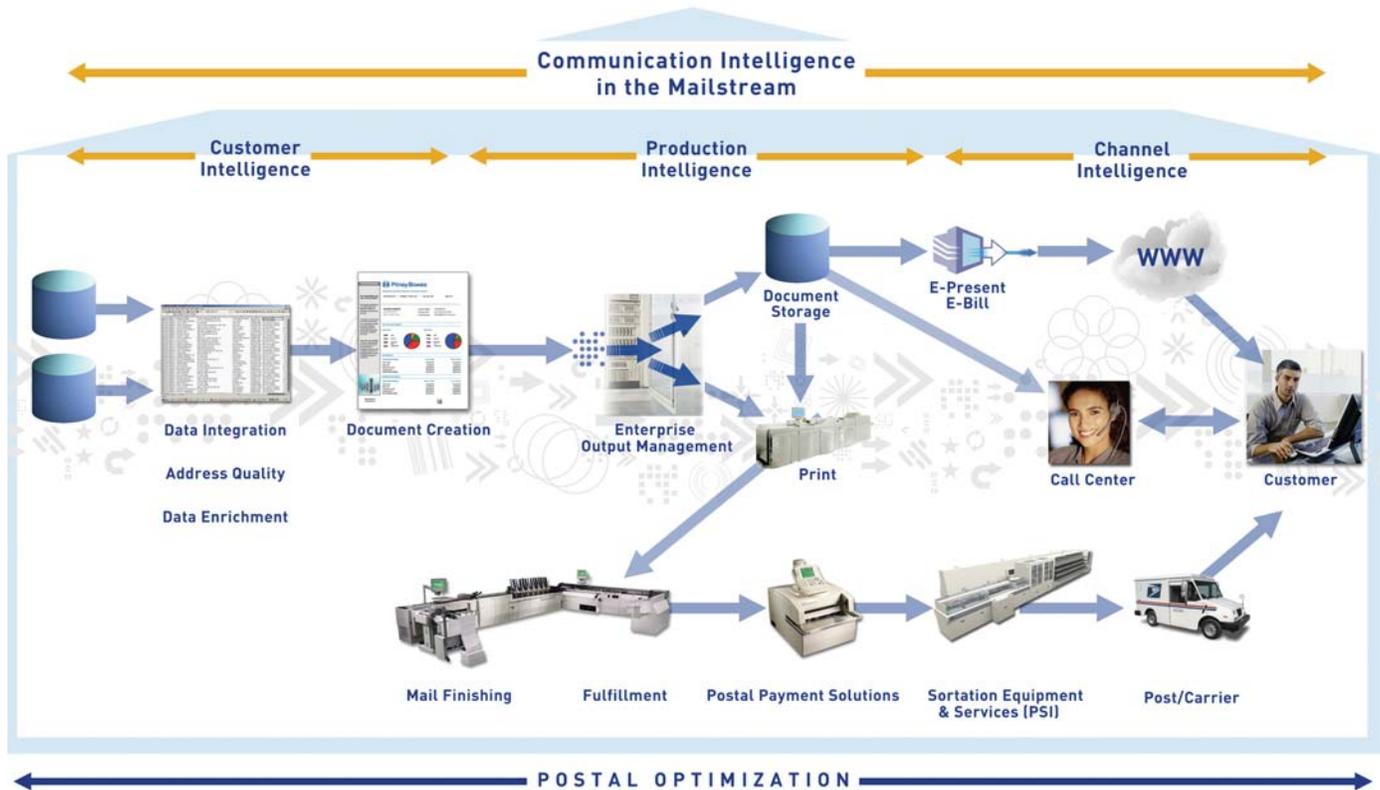
- ✦ **Precise product placement:** Servo driven card feeder applies cards within an 1/8" of tolerance area
- ✦ **Operator friendly centralized user interface:** AT2 and AT3 functions are controlled from a single Programmable Logic Control (PLC) system to make adjustments fast and easy
- ✦ **Reduce make-ready times and increase productivity:** Integrated Nordson® Hot Glue system enables setup through centralized interface
- ✦ **Minimal downtime with fast changeover:** Operators can changeover to new applications in 15 minutes or less

Our Sure-Feed Product Attaching Solution Adds Intelligence into Every Communication.

With communication intelligence in your mailstream, your relationships with customers, prospects, suppliers and employees become more effective, more efficient and far more profitable.

Industry-leading processing speeds, unique product attaching opportunities and producing high quality documents are just a few of the ways the Sure-Feed Product Attaching System can help you achieve higher margin services – while creating more personal, timely and relevant mail.

It's all part of a strategic framework known as Customer Communication Management, an approach that adds intelligence – and value – at every step.



With a single, high-definition view of your customers, **Customer Intelligence** makes every customer contact more relevant and purposeful.

By turning the data and documents running through your print and mail operations into actionable information, **Production Intelligence** helps ensure that every communication is accurate and efficient.

Through the seamless management, distribution and analysis of physical and electronic communications, **Channel Intelligence** provides for more consistent, more effective customer experiences.

Pitney Bowes
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Pitney Bowes has the software, services and hardware for end-to-end mailstream solutions that integrate and optimize the flow of mail, documents and packages across a range of business operations.

Pitney Bowes
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