

## As Seen In American Printer September 2005



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### Producing an envelope & flier inline on a digital press

Years ago, ordering school pictures was a simple process. Most parents simply decided how many wallet-sized photos they wanted, and a few, in a fit of reckless pride, might spring for an 8 x 10-inch portrait.

My, how times have changed.

Inter-State Studio & Publishing Co.'s (Sedalia, MO) school picture options include classic (borderless), designer (white border), retro (black-and-white) and "funtastic" (whatever that is). Students also can order "My Photo Adventure," seven variations of their school pictures on a CD with a copyright release, as well as photo cards and gift tags.

In 2004, Inter-State developed and tested a four-page flier illustrating these product offerings. Because the flier was printed on a digital press, each flier could be personalized with individual students' names, photos (which serve as proofs) and even their autographs. A separate payment envelope accompanied the fliers.

Although the flier dramatically boosted the size of average orders, the payment envelope literally prevented Inter-State from, well, pushing the envelope. The payment envelope had to be saddlestitched onto the flier, a process that was far too slow for producing higher volumes of personalized fliers. But

then the Inter-State team had a brainstorm. What if the envelope could be integrated with the personalized piece?

Working with a converter, software developer Lexigraph and Xeikon, Inter-State created Fold-N-Go, a patent-pending preconverted stock.

Using 16-inch-wide roll stock for Inter-State's Xeikon 500, Fold-N-Go features self-adhesive glue along the edges of the payment envelope, a re-moistenable strip for the customer to seal it and perforations for separating the envelope from the flier. Traditional folding equipment is used to complete the job.

The original personalized proof fliers

were produced on a sheetfed digital press. Aric Snyder, Inter-State CEO, says the width of the web-fed Xeikon 500, combined with the Fold-n-Go stock, enabled the company to increase its proof production by 300 percent. Also, the company is completing jobs faster while reducing its costs by 40 percent vs. the previous flier production method.

#### See live demos

Inter-State believes Fold-N-Go's appeal will extend far beyond its school photo flier. It has created Convertible Brands to develop the roll stock for direct marketing, billing and other mailing applications. Fold-N-Go will be demonstrated live at Xeikon's booth (6742).

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