



Adding Value

SM Finishing Ltd Uses Videojet Printers to Personalise & Code Direct Mail

SM Finishing Ltd in Nottingham has been working with Videojet since 2011 to apply personalisation and codes to their products. The company are print finishing specialists, and offer services to include high volume saddle stitching, high speed tipping on and attaching, one piece mailer's, inline inkjet personalisation / coding and much more.

SM Finishing has been around for many years, and was acquired by its current owners in 2004. Collectively, the owners have over 70 years' worth of

experience in the print finishing industry and never take on a job if they can't meet customer expectations. The company prides itself on its professional, project-managed approach, and it is this quality that has helped to establish SM Finishing in the industry.

Videojet's BX6500 is used to personalise and code mailers,

products and promotional work. The printer runs approximately 120 hours a week, with runs ranging from a few thousand to approximately one million items. SM Finishing's customer list ranges from large companies to smaller firms, and industrial printers and mailers, to mailing solution people.

The high speed binary-array printing system of the Videojet BX6000 series is suitable for printing on to virtually any substrate, with no need for subsequent drying. The printer has the option of one or two printheads, which helps to achieve a high through-put at the maximum speed

of 300 m/min. SM Finishing has one printhead using black ink, however the BX6000 is also able to print in two colours. Installation and operation of the BX6000 series are carried out with the help of the user-friendly interface and are extremely simple.



Before purchasing the BX printer, SM Finishing Ltd used to receive the mailers pre-personalised. Now with the printer, they can do the personalisation on site, which is another benefit for the company as they can expand their range of services to customers.

Gary Benner, Managing Director, thinks the whole printer package is ideal. He said: "I would recommend the graphics inkjet system as it is totally reliable and just runs and runs."

So far one machine has been purchased at the print finishing specialists, which has helped massively with improvements to the company.

Gary added: "The support from Videojet is brilliant! We regularly keep in touch with Jon Unwin, Graphics Sales Manager, and the Aftersales department is superb. If we ever have a problem, the phone support system from the UK Service Desk is fast and efficient."

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