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More creative mailings with Buhrs

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Maximum flexibility

Buhrs Mobile Mailing Modules streamline processes at L'Atelier2000
Based in Charleroi, Belgium, L'Atelier2000 is one of the country's largest mailing houses. The company enjoys an excellent reputation and is known throughout the country for its high flexibility...

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Customer orientation pays off

Austrian direct marketing specialist DMS DATA + MAIL turns to Buhrs
DMS DATA + MAIL Schinnerl, a company based in Graz, Austria, that specialises in direct marketing, had its new Buhrs BB300 Envelope Inserting System installed in July...

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More attractive packaging with BuhrsWrap

German wrapping specialist S.A.M relies on a Buhrs 3000 for catalogue distribution. S.A.M. Verpackungsservice GmbH from Mannheim, Germany, has successfully established itself as a highly skilled and innovative company in the packaging industry ever since the company...

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Off to a great start!

Buhrs DACH, a new division of Buhrs-ITM that specifically targets customers in Germany, Austria and Switzerland, was officially founded on 1 May. The organisation markets the complete Buhrs product line, including envelope inserting systems, poly and paper wrapping systems and...

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Excellent inserting and wrapping solutions deserve only the best electronic controllers. Betron Control Systems GmbH & Co. KG specialises in advanced electronic controllers for individual machines and entire systems used in industry. The company develops both stationary and mobile applications...



Buhrs to attend Graph Expo

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Visit Buhrs at IFRA Expo

This year, IFRA Expo will be returning to Amsterdam, home territory for Buhrs. From 27 - 30 October, 2008, Buhrs will be unveiling a new state-of-the-art system for the newspaper industry in hall 8 (booth 8355) under the motto "Buhrs 100 years - Your Mailing Technology Partner"...

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Christmas in summer - Buhrs donates a swing

To Buhrs, Christmas is not only a very special time of the year, but also a time to think about effective ways of supporting the local community. Last Year, for example, Buhrs-ITM decided to sponsor a birds' nest swing for a playground for one of the five all-day schools in Löhne...

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Dear readers,

Welcome to yet another issue of our E-site Edition!

Today, before you move on to explore the interesting world of envelope inserting and wrapping at Buhrs, I have the pleasure of sharing with you some rather important information on a few organisational changes that have now taken effect inside our company. Before I get into the details, I would like to note that Buhrs has grown rather significantly in terms of sales, number of employees, operating companies and sales and service companies during its first 100 years of existence. And, in order to take our growth to the next higher level and continue to provide the excellent products and services our customers have come to expect of us, I informed you in our last issue of E-site

Edition of our decision to found Buhrs DACH to specifically address the German-speaking markets of Europe. Today, I am proud to announce that we have taken our efforts to move even closer to the marketplace even one step further by establishing what we call the Buhrs Operating Team. Not only will this new structure be responsible for supporting the product lines in operational areas, like marketing and sales, technology and finances, it will also allow me to delegate several of my operational duties to the next management layer in our organisation.

For instance, I take great pleasure in being able to inform you today that my son, Joost van der Klooster, has now formally assumed the position of Chief Operating Officer at Buhrs. Furthermore, Jan Clement has been named Chief Marketing Officer and Ad Linssen, Chief Financial Officer, to form part of the Buhrs Operating Team. Joost's former position, Managing Director of Buhrs-Fulfillment Systems BV, has now been filled by Kees Uppenkamp, a man hardly new to our industry, although he only found his way to our organisation just recently. By the way, Kees will also be serving as General Manager of Buhrs Netherlands, the division that markets and services all systems from the Buhrs Group inside The Netherlands, including poly and paper wrapping systems and envelope inserting systems.

As you can see, following what we consider a rather successful drupa, our company remains on the move. Ultimately, we know that giving our sales and service activities in countries where we also have operating companies a dedicated management will allow us to focus more closely on the needs of our customers. So, please join me in wishing us all the level of growth that enables our organisations to prosper by meeting the needs of our respective customers. As always, please don't hesitate to contact us, if there are any issues we might be able to assist you with!

With kind regards,
Adrian van der Klooster



Adrian and Joost van der Klooster





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Mail and the environment

Although it might surprise many, climate change ranks as a rather important issue for companies in the mailing industry. In this brief article, Jan Clement, Chief Marketing Officer at Buhrs, offers his thoughts on the environmental impact of mail.

It is important to realise that CO² emissions are, in fact, generated throughout the life cycle of mail. It seems, however, that no standardized set of data exists on quantifying such emissions. If we look more closely at mail, we will see that there are essentially six life cycle stages of letter mail that we can identify:



- (1) mail design
- (2) manufacturing of the paper and the envelope
- (3) production of the letter
- (4) distribution of this letter
- (5) use of the letter
- and
- (6) disposal of it.

In a marketplace increasingly focused on the environment, the mailing industry is investing in programs and initiatives to address, and further reduce the environmental impact associated with all six life cycle stages of letter mail.

Organizations and companies across all stages of the life cycle of mail must work together to accomplish this objective and to establish best practices that support the environmental sustainability of mail. As additional information is developed on the environmental impact of mail, we will continue to update and refine this baseline.

If we take a closer look at step 4, distribution, including sortation and transportation, of course, we'll see that many of the world's leading postal organizations are already beginning to track the CO² emissions that are associated with the power required to run their facilities and the emissions from the transportation of the mail to the consumers.

Based on these data, we found that the distribution of letter mail by the Posts generates, on average, about 20 grams of CO² per letter delivered. In addition, a survey of more than a dozen studies shows that the indicative range of CO² emissions associated with the upstream mail piece creation process is about 0.9 – 1.3 grams of CO² per gram of paper.

With respect to disposal, direct mail accounts for only about 2% of the total tonnage of the municipal waste stream in the United States and almost 39% of direct mail in the U. S. was recycled in 2006. Consumers can recycle an even greater percentage of direct mail using technology that already exists today. Recycling not only reduces landfill waste, but to the upstream paper manufacturing processes also reduces energy requirements and emissions at the paper mills.

Buhrs is able to contribute towards the understanding of the carbon footprint of the mail industry, and stimulate continued research into the environmental impact of mail. Here, I would like to site only a few examples:

- Our wrapping systems are capable of running thinner poly than in the past. In fact, less than 15 micron is possible. This also reduces the number of stops needed to change reels.
- Sleeve wrapping only requires 1/3 as much wrapping material as a fully closed wrap
- Selective mailings reduce the costs per respondent, as well as the volume of paper used

In addition, there are numerous initiatives from industry players to offer carbon foot print neutral products, such as the "Go-Green" mailings from DHL.

In summary, because paper and electronic communications are intertwined in various stages of letter mail's life cycle, an attempt to eliminate mail and substitute electronic communications represents a redistribution of the total carbon footprint, not its elimination.

Interestingly enough, in chemical terms, the total carbon foot print of a plastic bag is positive in relation to paper, however it seems that public opinion is often stronger then science.





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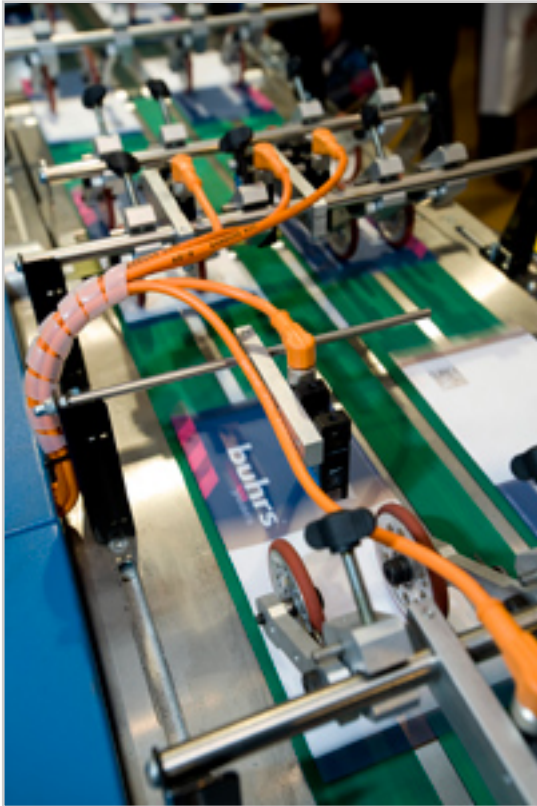
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Buhrs sets new record for speed with paper wrapping at drupa

Introducing: Buhrs 4000 DPW Dual Paper Wrapping System

Paper wrapping represents the technology of choice for producing personalised packages and achieving high processing speeds when it comes to sending out transactional documents. Experts project that transpromo documents, in other words transactional documents to which advertising messages are attached, will be extremely widespread in the area of transactional mail in only a few years. In this respect, inline printing and folding of envelopes (paper wrapping) will contribute substantially towards increasing the effectiveness of mailing campaigns.

With its Buhrs 4000 DPW Dual Paper Wrapping System, Buhrs recently unveiled a highly innovative new solution for performing paper wrapping at drupa. The system that generated considerable interest among visitors to the booth is capable of producing two envelopes per mailing cycle on a parallel basis. As a result, an output of 36,000 products per hour can be achieved with a relatively low linear speed of “only” 18,000 cycles per hour. According to Stef Geerdink at Buhrs-Zaandam: “This system represents an extension of the well-known Buhrs 4000 Poly and Paper Wrapping System that now offers companies that perform mailing tasks even greater flexibility and substantially higher productivity.”



Buhrs sets new record for speed with paper wrapping at drupa

The Buhrs 4000 DPW offers a number of other advantages, as well. Unlike inserting with standard envelopes, even thicker and bulky packages can now be prepared with it. The system also offers greater flexibility when it comes to package sizes and makes it possible to perform inline printing and personalisation of mail pieces. Because it can perform its own inline printing, a greater share of the value creation chain can now be invoiced by the company that does the mailing. Furthermore, consolidating the printing of various envelope printing tasks and envelope sizes makes it possible to take advantage of high postage discounts.

The new solution also includes a modified packaging module (as an option) that can process two paper webs on a parallel basis, a unique gripper extension for the feeders that allows for two products to be introduced to a track, as well as additional channels that make it possible to generate a second web inside the feeder track. The user can then select between paper wrapping in a dual mode and paper or poly wrapping in a single mode. In dual mode, the system runs with a relatively low linear speed that rarely causes any difficulties. This gives operators the chance to easily select the appropriate speed for the respective job.

For more information on the new Buhrs 4000 DPW Dual Paper Wrapping System, please send an e-mail to Stef Geerdink at StefGeerdink@Buhrs.com

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High-performance processing of documents

Buhrs presents new high speed channel for the transactional market and service bureaux

Only recently, Buhrs launched a completely new high-performance system channel for its current range of BB700, BB600 and BB300 high-performance envelope inserting systems. Now, service providers who process transactional documents on behalf of banks, telecommunications companies and insurance companies, for example, can acquire a solution that is specifically designed to meet the unique needs of their target audiences.

“In the area of direct mail, production cycles are often much shorter, while the applications can vary quite considerably. For this reason, achieving as much flexibility as possible is extremely important. These customers are in need of a versatile channel that can be modified to accommodate the broadest possible range of applications, a demand that Buhrs has been meeting successfully in the past and will continue to focus on in the future,” explains Gunnar Lang, Sales and Marketing Manager at Buhrs-ITM in Löhne.



Proud of the new system channel:
Gunnar Lang from Buhrs-ITM in Löhne

“With transactional applications, on the other hand, we are seeing much more processing of continuous forms. This development will continue to gain momentum as a result of the market trends towards transpromotional and new inkjet printing solutions. Here, speed, integrity and robustness are definitely the most important criteria. We now come much closer to meeting this catalogue of demands with our new Buhrs HC5 System Channel,” he adds.

The new high-performance channel is available in various configurations, whereby all of these channels offer an average output of 60,000 documents per hour. The customer can shift from processing C4 envelope formats to C5 and DL and vice versa in a flexible manner. In addition to supporting continuous form processing, the HC5 Hybrid Channel is also capable of processing single sheets.

The coding is read inside the new high-performance channel before the paper is cut and while the system is standing still. This results in maximum reading integrity and allows for each document to be checked again on a continuous basis.

For more information on the new system channels from Buhrs, please contact Gunnar Lang at GunnarLang@buhrs.com





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More creative mailings with Buhrs

Direct marketing specialist meiller modernises its technical infrastructure by adding BB600 and BB700 Envelope Inserting Systems

With an annual volume of around 800 million mailings, meiller direct ranks as one of Europe's leading producers of mailings. Thanks to its high level of innovation, the company has also succeeded in taking on a leading position in its industry. In order to extend its competitive advantage even further, meiller continually invests in modern and innovative machinery on a regular basis.



Christian Raith, who manages production for the letter shop, reports that meiller had planned to completely modernise its machinery this year. Until now, the company had been relying on 16 older envelope inserting systems that required a lot of manpower to run and quite a lot of maintenance work. "Our main goals were to make better use of our staff, increase our production capacity, discover new ways of processing innovative products in an automated manner and, of course, lower our overall costs. In the field of direct marketing, only those companies who are capable of developing the most creative ideas are able to compete successfully over the long term. Here, we placed a great deal of emphasis on making sure that our production would be able to cover all of the various combinations possible by offering various interfaces," Raith says.

To start with, Raith and his team took a much closer look at their own existing production environment. For example, they calculated their peak output on both a daily and monthly basis. These figures provided them with a much better feeling for the current situation with respect to the volumes that needed to be processed. Next, the team used this information to decide which innovations meiller needed to offer its customers in the future and discussed these items with its sales employees. With this information in its pocket, the company started taking a closer look at the marketplace to find the right supplier.

At the end, the systems that Buhrs offers finally prevailed during live testing of parameters, such as operational reliability, dependability, ease of use, noise level, output figures, setup time, etc. The project officially started in January of 2008. Today, 2 BB600 and 3 BB700 Envelope Inserting Systems are already in operation.

Innovation a convincing argument

Raith sees the advantages of working together with Buhrs mainly in the fact that the partnership between the companies has existed already for so many years, but also in the expert advice Buhrs provides on developing customised solutions. "At meiller, we know how important it is for our customers to be able to stand out from the competition with the help of creative ideas. This is also one of the reasons why we have our own product development. For example, only recently we had our meiller "document folder" patented. This is an innovative C4 envelope that we put to use rather successfully for our customers," Raith explains. "In a market in which one can only compete by offering high quality at an attractive price, our new systems give us a chance to extend our lead and offer our customers precisely this. In fact, our new systems have helped us to increase our productivity by more than 50% in this area," he notes.



Only one of the many innovative ideas from meiller: a rather unique document folder

In addition, meiller direct is experiencing far less down time and much lower maintenance costs thanks to its modernized equipment. "In the case of Buhrs, we deliberately decided to go with servo technology that allows us to produce mailings that are far more complex. We strongly believe that the many new technological developments will help us to achieve much deeper market penetration in the area of direct mail," Raith explains.

The management of meiller is also quite pleased with how well this project has progressed. "All of the promises made have been kept and both partners have really been able to depend on each other. In fact, we've been able to extend our relationship with Buhrs even further as a result and we are already looking forward to the next opportunity to add to our existing equipment," Raith concludes.





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Maximum flexibility

Buhrs Mobile Mailing Modules streamline processes at L'Atelier2000

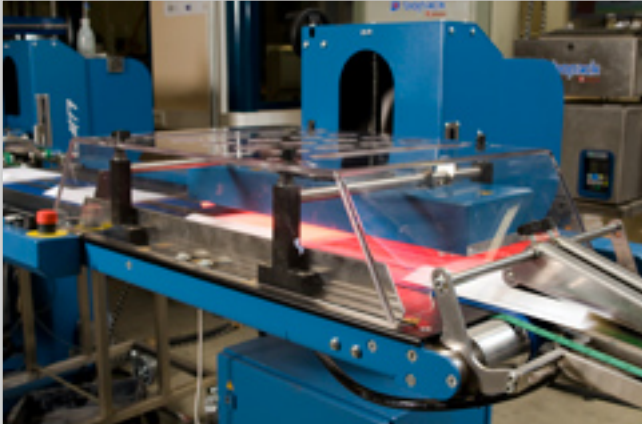
Based in Charleroi, Belgium, L'Atelier2000 is one of the country's largest mailing houses. The company enjoys an excellent reputation and is known throughout the country for its high flexibility. Each day, L'Atelier2000 carries out a variety of different mailing activities for its heterogeneous client base. "Because a lot of our business is seasonal, we see both highs and lows with our production," says deputy director Philip D'hooge. "That is why flexibility has become one of our main selling points in dealing with customers. We are constantly looking to find more flexible solutions for processing documents and mailings. Here, the new Mobile Mailing Modules from Buhrs fit in perfectly with our way of working and make it a lot easier for us to meet even tight deadlines for our customers, regardless of how complex their mailings might be," he notes.



is that we know the mailing market quite well and own an excellent machine park that closely matches our customers' project requirements and fits in well with our own organization," he adds.

L'Atelier2000 is capable of wrapping and mailing personalised documents in envelopes, paper or film that is often pre-printed. In most cases, the route that a mailing takes begins with personalisation. It seems that nearly all of the company's customers are interested in finding better, faster and more creative ways of having their mailings personalised. And indeed, L'Atelier2000 offers these. Regardless of whether a small volume mailing on pre-printed A4 documents or a larger volume mailing is at stake, the company is capable of performing personalisation on pre-printed rolls or pre-printed envelopes that are filled with various contents afterwards.

The Mobile Mailing Module system that L'Atelier2000 recently purchased from their preferred supplier Buhrs includes a mobile and modular high-speed addressing system that can also be easily combined with modern inkjet heads. This allows them to work at speeds of between 18,000 – 20,000 envelopes per hour. This unit has also been equipped with a Buhrs HF4 Hybrid Feeder. In fact, the company even decided to purchase a second such unit that it uses together with its other systems. By making this investment alone, the customer was able to double his capacity in this important area. With respect to envelope inserting, the company decided to purchase both a Buhrs BB700 and a Buhrs BB300 Envelope Inserting System. Both of these multi-format systems have now been in operation for over a year now. Now, formats like C4 and C5, but also U.S. envelopes, can be processed at high speeds without any difficulty. Both systems are equipped with envelope loaders, camera reading, Buhrs HF4 Hybrid Feeders and Alignment and Mail Tables that can be equipped with print heads for inline printing. One of the configurations also features a so-called Sorting Gate that ejects incorrectly processed mail pieces.



The key to higher productivity
Buhrs Mobile Mailing Modules

L'Atelier2000 employs more than 120 people and roughly 75% of its employees are disabled. "This is really the only thing that distinguishes us from our competitors in terms of structure and organization," D'hooge says. "Obviously, our customers still expect the same quality from us as they do from other companies. I think our secret



Mobile and modular equipment from Buhrs

"What we really appreciate most is that these modules are interchangeable, yet can also be used on a stand-alone basis. This gives us a great deal of flexibility with respect to the number of enclosures. Furthermore, changing machine settings takes nearly no time at all, an aspect very important to an organization like ours. It is, literally, nothing more than 'plug and play'. And the systems are easy to operate and require very little training. Besides, it is truly remarkable how robust and stable the entire configuration has proven to be. This allows us to achieve much higher productivity," D'hooge concludes.





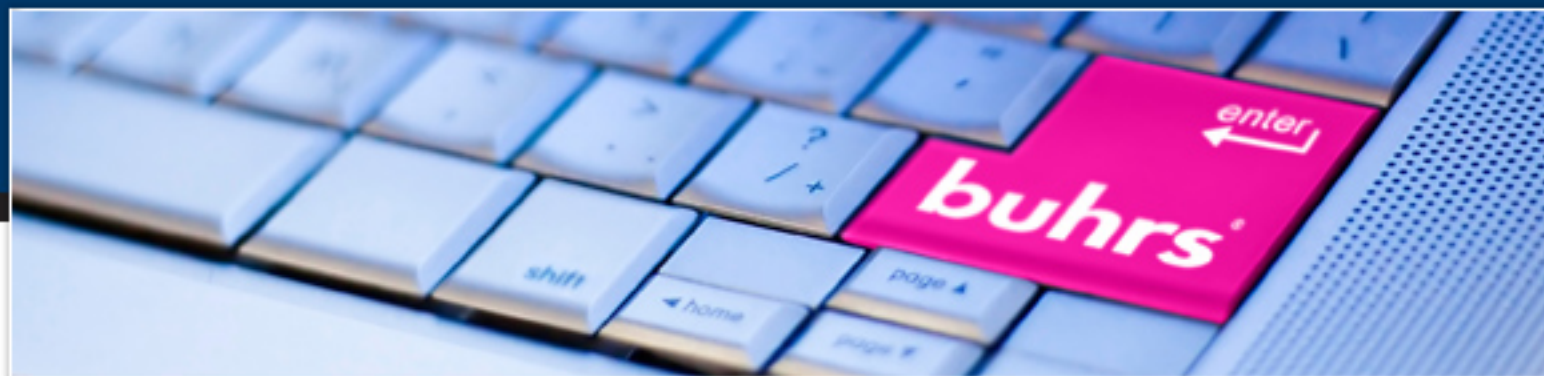
Community support

In summary, the entire team at Buhrs-ITM in Löhne is looking forward to contributing towards the success of DMS DATA + MAIL Schinnerl for many years to come and greatly appreciates having them as a customer.



Community support

The cost-effectiveness of the new system was clearly also of great interest to S.A.M. “The system is equipped with BuhrsWrap, which means that the film is stretched before wrapping takes place and, therefore, keeps the products packaged more tightly. This not only looks better, but also results in considerable savings when it comes to film costs, an aspect that is of immense importance. In addition to the cost savings that we are able to achieve, we have also seen an improvement in our overall quality and hope, of course, that this will enable us to gain market share,” Müller explains. He also says his company has really enjoyed dealing with Buhrs. “Everyone we’ve been speaking with apparently knows exactly what they’re talking about. For this reason, we’re already thinking about buying yet another system... from Buhrs, of course.”



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Off to a great start!

New division Buhrs DACH focuses specifically on Germany, Austria and Switzerland

Buhrs DACH, a new division of Buhrs-ITM that specifically targets customers in Germany, Austria and Switzerland, was officially founded on 1 May. The organisation markets the complete Buhrs product line, including envelope inserting systems, poly and paper wrapping systems and custom-built systems.

In founding this new sales organisation for these countries, Buhrs underscores the importance of this region and the opportunities it holds. Customers will benefit from this new structure, because Area Manager Sales and Service of Buhrs DACH, Thorsten Jost, plans to offer them even more service and comprehensive consulting support. "We see immense potential inside this region and will work very hard to live up to it. We are also very confident that we'll be able to achieve quite a lot in the years to come," says Thorsten Jost.

With the sale of a BB300 Solo Envelope Inserting System to the Austrian company winkler kuvert GmbH already at drupa, it appears that Thorsten and his team are off to an excellent start!

For more information on Buhrs DACH, please feel free to contact Thorsten Jost at ThorstenJost@buhrs.com



Thorsten Jost, Area Manager
Sales and Service of
Buhrs DACH

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Buhrs to attend Graph Expo

From 26 - 29 October, Buhrs will be participating in Graph Expo, North America's most important trade show and conference for graphic design, digital prepress, printing, publishing, converting and digital equipment professionals, which will take place in Chicago.



At its booth number 1859 in hall A, the company will be demonstrating the BB700 Envelope Inserting System. The system on display will be capable of inserting up to 16,000 products per hour. By delivering this high performance regardless of the mailing format, the BB700 continues to rank as the fastest and most productive multi-format inserting system available on the market today. In combination with the new robust high-performance system channels from Buhrs, this system is especially designed for companies that provide mail services and are seeking to use their C4 system to also process C5/DL at extremely high speeds. The new operator panel BSC 3.0 with a 15 inch touch screen also provides detailed reports on each document processed.

With its Buhrs 4000 DPW, the company will be presenting the same entirely new solution for performing paper wrapping that was shown at drupa. The abbreviation DPW stands for Dual Paper Wrapping, which means the system is capable of producing two envelopes per mailing cycle on a parallel basis. As a result, an output of 36,000 products per hour is achieved with only a relatively low linear speed of 18,000 cycles per hour. This system represents an extension of the well-known Buhrs 4000 Poly and Paper Wrapping System and now offers companies that perform mailing tasks the highest possible flexibility and productivity.

Finally, the company plans to present the Buhrs 3000 Poly and Paper Wrapping System running a rather interesting application: selective mailing of magazines without any connection to a database. Pre-addressed magazines will be read by the new Buhrs BF4 Buffer Feeder and this information will be stored for a defined number of cycles before the labels are applied.

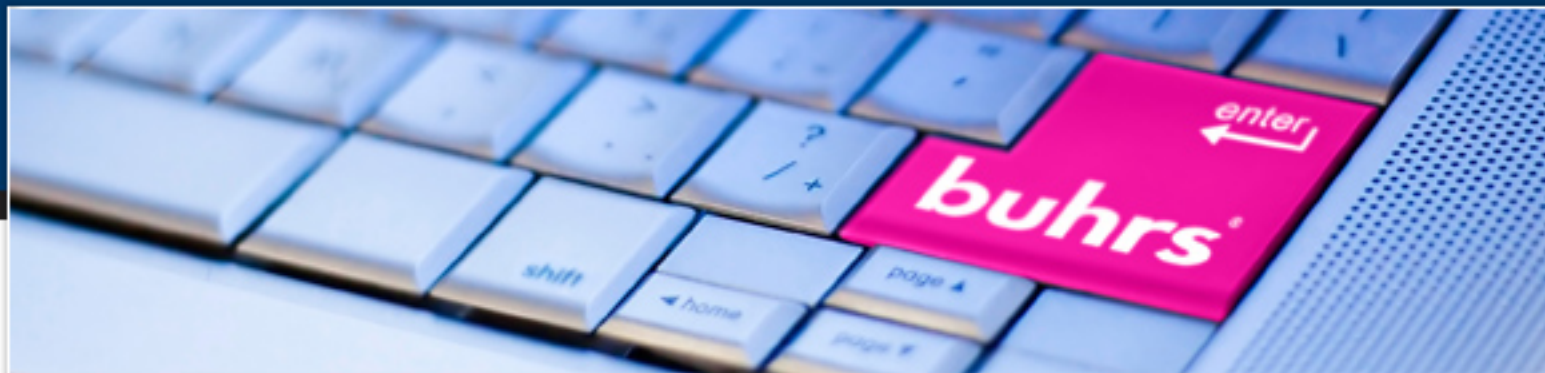
For more information on what Buhrs will be showing at Graph Expo, please contact Michael Aumann at MichaelAumann@buhrs.com

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For more information on what Buhrs will be showing at IFRA Expo, please contact Jenny Schaumann at JennySchaumann@Buhrs.com.



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Christmas in summer – Buhrs donates a swing

To Buhrs, Christmas is not only a very special time of the year, but also a time to think about effective ways of supporting the local community. Last Year, for example, Buhrs-ITM decided to sponsor a birds’ nest swing for a playground for one of the five all-day schools in Löhne. However, deciding which school it should be given to was not at all easy.

Because it would not have been fair to just select one of the schools, the management of Buhrs-ITM finally decided to hold a competition. The schools were then contacted accordingly and asked to submit a creative proposal. The 46 pupils from the Querks School in Mennighüffen, a suburb of Löhne, were finally victorious, thanks to the rather creative poster that they designed. They painted a nice picture of their playground with the bird’s nest swing that they had always been dreaming of shown inside a cloud.

In July, the large package everyone had been waiting for finally arrived. The new swing was set up and immediately turned out to be one of the most popular attractions on the playground. Unlike conventional swings, a bird’s nest swing does not have only one seat, but rather a large basket with a diameter of 1.2 meters that allows for up to four children to swing all at once. As a result, the new swing is not only a lot of fun for the kids, but also encourages them to get along while playing together.



The school children together with their teacher (from left), Yvonne Rzyaska, Barbara Steffen from the youth welfare office in Löhne, Reinhard Glade, Kurt Quernheim and Lothar Schröder from Buhrs and the school director, Annett Henning.