

Fully customizable document and envelope, ready to mail: the Kern 515 EasyMailer



Personalize your communications

Imagine the possibility of being able to simultaneously print an 8 1/2" x 11" letter and its envelope in full color, with variable graphics and text on the front and back in a single pass. Then imagine processing that integrates printed messaging into a completely personalized envelope with its corresponding documents ready for mailing. The Kern 515 EasyMailer truly makes reaching your customers...easy. The revolutionary K515 mail processing solution is a unique, completely turnkey solution to finish personalized mail communications.

Get more out of mail

With the powerful and small K515 EasyMailer you can achieve 3 pages of content and an insert and an envelope; all from plain 11 by 17 paper! The K515 EasyMailer achieves an astonishing throughput of 1250 finished mailpieces per hour with 1 page and an envelope, 1000 completed mailpieces per hour with 2 pages and an envelope and 850 completed mailpieces per hour with 3 pages and an envelope. Incredibly, adding an insert does not change the throughput speed to the EasyMailer whatsoever! Although we are in an increasingly digital age, traditional mail is more alive and relevant than ever as it connects in ways that other media cannot. Research carried out by the United States Postal Service reveals that 56% of people think receiving mail is a "real pleasure", 55% "look forward" to discovering the mail they receive, while 67% feel mail is "more personal than the Internet". That means that right now, your ideal prospect is keeping an eye on their mailbox, eager to receive your message. It has been proven that the personalization of envelopes and letters with highly visual graphics and text yields higher than average response rates. Until the EasyMailer, it had been difficult and expensive to personalize the envelope with text and graphics, but not anymore.

The revolution is here

In this new age of printing, the key to success for direct marketing and transactional mail applications is using data intelligence and personalization. Marketing companies, transactional printers, copy shops, and quick printers are seeing opportunities to provide more focused marketing solutions for their customers by using personalization to increase response rates.

Kern DFD

Document Finishing on Demand: solutions for pre- and post processing for document inserting processes.

Kern DFD provides intelligent solutions for the pre- and post-processing of digitally printed material.



Benefits of the Kern 515 EasyMailer

Flexibility

Process short or long run jobs with multiple inserts.

Common stock

Common paper stock for both envelope and letter shows continuity in the finished communication piece.

Creative options

Maximize your marketing messages by using all of your envelope footprint for added graphics and text on the front and/or back.

Security

For every personalized finished letter, the barcode tracking system guarantees integrity between envelope and contents to be finished.

Maximize postal discounts

Merge multiple client databases into one print and processing run.

Improved response rates

Personalization, along with the use of variable color graphics and text, has proven to generate a much higher response rate than general letters.

Data Sheet

www.kerncan.com

K515 EasyMailer

A completely finished solution

The Kern 515 EasyMailer mail-processing solution allows you to connect more personally with your prospects and customers. The EasyMailer complements the new age of variable digital and off-set printing to revolutionize the Direct Mail (DM) and transactional mail processing. EasyMailer allows any printer to go the extra step and create, in a single pass, a completely personalized envelope and letter. So from print to finished solution, the product is ready to be mailed.



Product Specifications

Paper sizes:

- Cut-sheet A4(8.5"x11") letter
- Cut-sheet A3(17"x11") letter, cut in half and cut to A4 size

Paper weight:

- 20 lb to 30 lb (80gm2 to 110gm2)

Envelope size:

- 9" x 4.3" (226mm x 110mm)

Letter folded:

- Z-fold, one letter per fold

Barcode control:

- Determines:
 - Envelope and letter match verification
 - Double document detection -
 - Sheet identification
 - Reprint identification code

Optional camera:

- data-matrix

Voltage:

- 3x400V - 16A

Air supply:

- 6 bar (88 PSI) @ 200 liters per minute

Weight:

- 772 lbs (350 kg)

Size (HxWxL):

- 6.6' x 3.77' x 6.6'

Glue system:

- hot melt

Infeed systems options:

- Pile feeder from top

Recommended software for mock-up and database handling in your print environment

- Desktop Mail from Printsoft
- Peppermill from Absolute



The success of our customers is the most important part of our business. At Kern, we believe that we don't succeed unless our customers succeed. Fast machines, advanced technology, and outstanding technical support are the fundamental strengths of what we do. By establishing a mutually beneficial partnership, both our customers and Kern are able to achieve success and we back it up with a guarantee.



*"Your Kern product is **guaranteed** to provide a minimum of Ten Years of production grade output, when maintained under a Kern Full Service Maintenance Agreement. If we can't fix it, we'll replace it. Period."*



Kern, U.S.A.
3940 Gantz Road, Suite A
Grove City, OH 43123-4845
www.kerncan.com
Tel. + 888.KERN.INC
Fax. + 1 614.491.9529
info@kerninc.com