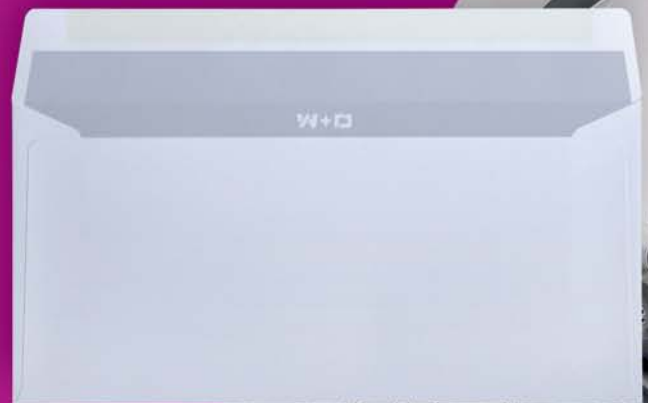


# W+D Mail Solutions

## Product Portfolio

Envelope Systems



Printing Systems



Inserting Systems



**W+D**

# W+D Mail Solutions

## **Empowering the Envelope – Success Factors for Direct Mail**

Direct Mail in an envelope is capable of competing with electronic communication. In most cases, however, physical and online media complement each other. Direct Mail is the preferred media choice for advertisers interested in maximizing the return on their marketing expenditures. The following effect of one-to-one marketing using a physical mail in an envelope has been documented:

- / The recipient remembers it longer.
- / It has the highest opening and reading rate.
- / Recipients consider envelope Direct Mail to be of higher quality, which makes a more favorable impression.

The bottom line, Direct Mail in an envelope adds significant value to the marketing message and produces better results for advertisers.

## **Empowering the Envelope – Time to Mailbox**

To maintain the relevance and value of physical mail, we must drastically reduce the time-to-mailbox of Direct Mail while adapting to shorter production cycles and job sizes. It is not only important to manufacture the envelope quickly. Adding to the challenge will be the drive advertisers have to differentiate themselves through personalizing and customizing the outer envelope printing, embossing, perforating and more.

## **W+D Mail Solutions – Envelope Mail Value Chain**

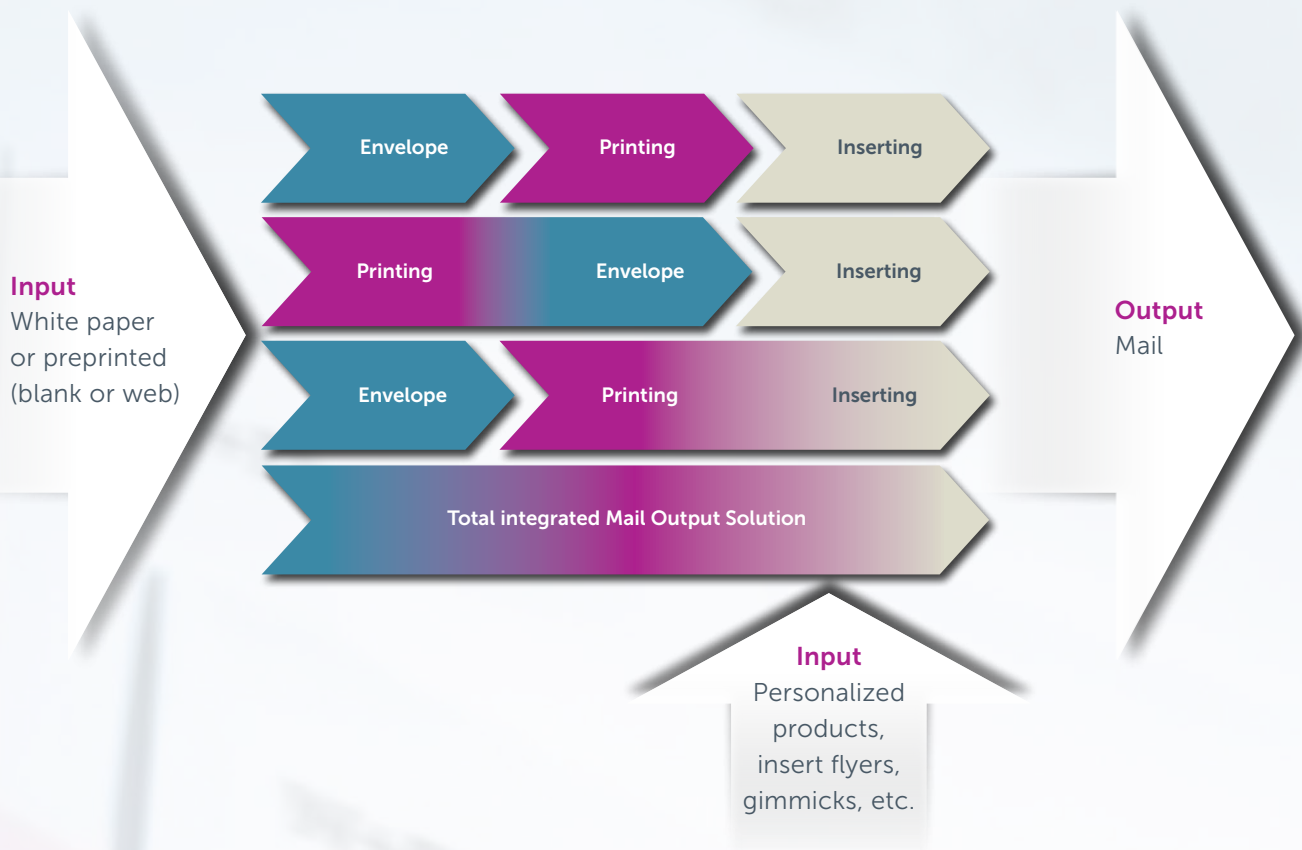
As the only technology and systems solutions partner that addresses the entire Envelope Mail Value Chain, W+D envelope production, printing and inserting systems set the standard for flexibility and productivity.

## **W+D Mail Solutions – Empowering the Envelope**

Thanks to our solutions that cover the Envelope Mail Value Chain, we do our part to contribute to reducing time to mailbox for Direct Mail and open up enormous additional productivity potential for our customers. With our core competencies in envelope manufacturing, printing and inserting, we contribute to the future of the envelope through productivity increases, higher quality of the end product and increases in flexibility by offering innovative solutions.

The vision and goal of W+D Mail Solutions are clear: To produce revolutionary solutions that reinforce the importance of the envelope and to master the future challenges of Direct Mail efficiently, reliably and quickly. Here, W+D supports its customers throughout the entire lifecycle of their machines by offering advice on the most appropriate production material, installation of the system and even customized training courses. Furthermore, we also offer spare parts and conversion solutions, including further development/updating of existing machines to ensure that they are capable of handling today's production requirements.

## W+D Mail Solutions – A Portfolio that Covers the Envelope Mail Value Chain



W+D offers its customers:

- / The ability to enhance the advertising performance of the envelope through both customization (shape, feel and color) and personalization
- / Higher productivity with their current machines or contributions to higher overall productivity by using the latest state-of-the-art production materials
- / Optimized productivity of their own or their customers, downstream inserting and mailing operations by providing envelopes that are consistently of the highest quality
- / Significantly increased process integration, flexibility and overall productivity and assistance in achieving the critical goal of a drastic reduction in the time-to-mailbox of envelope-based physical mail

As a W+D customer, you now have the chance to:

- / Increase your share of the physical mail manufacturing value chain
- / Change from being a complete service provider to a complete solutions provider

The following pages will give you the chance to obtain an overview of our service offerings in the area of Mail Solutions. Furthermore, you will find more detailed information on our products and applications, as well as case studies involving our customers on our website [www.w-d.de](http://www.w-d.de).

The employees of our Sales and Service team will be happy to provide you with expert advice. Please contact us: [sales.services@w-d.de](mailto:sales.services@w-d.de).

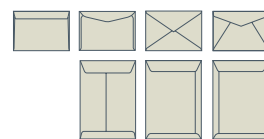


# Envelope Systems

## W+D 320 BE

### Envelope Machine

The ideal investment for short-run and in-house envelope production



#### Output

Envelopes:  
max. 350 pieces/min.

Pockets:  
max. 250 pieces/min.

#### Size ranges

Envelopes:  
C7/DL – B5

Pockets:  
C6 – C4

#### Production from blank

The W+D 320 BE envelope production system is the perfect solution for those commercial printers, direct mailers, on-line print and envelope distribution businesses looking to in-source envelope production

as well as for envelope manufacturers looking for a highly flexible, short-run production better suited for rapidly changing customer demand and job mix.

## W+D 326 BC

### Envelope Machine

The universal production system for envelope and pocket production



#### Output

Envelopes:  
max. 500 pieces/min.

Pockets:  
max. 250 pieces/min.

#### Size ranges

Envelopes and  
pockets:  
C7/DL – C4

#### Production from blank

The W+D 326 BC offers the most variable range of format and product ranges – from envelopes to pockets. The complete cut technology ensures the most efficient path to productivity. Various

multiple-windowing and seal-flap gumming options are possible. This machine enables you to adapt to your customers' diverse requirements and to provide individual, made-to-order products.

# Envelope Systems

## W+D 410

### Envelope Machine

The new generation for easy operation and quick format changes with short runs



#### Output

Envelopes:  
max. 500 pieces/min.

#### Size ranges

C7/DL – B5

#### Production from blank

The W+D 410 Easy Enveloper produces high-quality envelopes for direct mail extremely easily: Modern touch screens allow for intuitive operation of the machine. Extensive help menus and step-by-step instructions on setting or changing the machine support the operator in every situation. The revised or newly designed cutting

and folding stations allow for formats to be changed almost without any tools.

The W+D 410 Easy Enveloper is the perfect choice whenever you want to produce smaller runs or process offset or inkjet pre-printed sheets without markings into envelopes very quickly and flexibly.

## W+D 628

### Envelope Machine

The ultimate direct mail envelope production system



#### Output

Envelopes:  
max. 1,200 pieces/min.

#### Size ranges

C6/DL – C5

#### Production from blank or roll

The W+D 628 is truly the ultimate direct mail envelope production system for those companies who are committed to capitalizing on growing demand for high-quality, high-performance direct mail envelopes. The

W+D 628 combines unmatched format flexibility, quick size changes and litho competitive flexo print quality when the W+D 201 flexo press is installed in-line. (see page 7).

# Envelope Systems

## W+D 202 RE

### Envelope Machine

The ideal system for large runs of stationary, transactional and direct mail envelopes



The W+D 202 RE has been completely re-thought and reengineered to be the ideal replacement option for envelope manufacturers committed to improving the productivity and profitability of their high-volume production. With unmatched speed and the powerful

option of installing our W+D 201 expanded color flexo press in-line, the W+D 202 RE is the most productive, fastest changeover, high-volume production system for stationary, transactional, and direct mail envelopes in the world.



#### Output

Envelopes:  
max. 1,600 pieces/min.

#### Size ranges

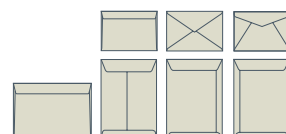
C6/DL – C5

#### Production from roll

## W+D 341

### Envelope Machine

The optimum production system for large size envelopes and pockets



#### Output

Envelopes and  
pockets:  
max. 600 pieces/h

#### Size ranges

C6/DL – B4

#### Production from blank or roll

The W+D 341 is the optimum production system for producing large-size envelopes and pockets. The W+D 341 is particularly suitable for direct-mail

products due to the ability to produce non-standard products with large and multiple windows or special cutting shapes.

# Printing Systems

## W+D 201

### Flexo Printing System

Modular flexo printing system for the highest printing requirements



#### Output

max. 450 m/min.

#### Print width

max. 380 mm

Now also available with UV LED



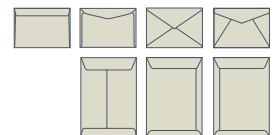
Modern machine technology is the basis for achieving excellent printing quality – offering simple operation and maximum productivity. The W+D 201 is an inline flexo printing system that also meets the highest requirements of direct mail printers. The combination of inline folding

and embossing systems together with four-colour printing as well as special inks and additional enhancement with matt, effect and gloss finishes, with the option of integrating LED UV drying, opens new dimensions in envelope inline production

## W+D Halm i-Jet 2

### Digital Printing System

The fastest 4C inkjet digital press for envelopes



#### Output

Envelopes  
max. 32,000 pieces/h

#### Size ranges

C6/DL – C4



The high print quality and the possibility of quick and easy format changes make the W+D Halm i-Jet 2 the ideal machine for small and medium runs ranging from a few 100 to well over 50,000 envelopes, as well as for printing variable data.

Besides the high-resolution print head, the patent-pending, servo-driven transport system, which takes

the envelopes from the alignment station onto a vacuum belt, ensures the highest print quality. The result is precise, sharp-edged printing, even with the smallest 4-color-resolved fonts, right up to the very edge of the envelope.

# Inserting Systems



## BB820

Inserting System

High-performance insertion system –  
when output matters!



### Output

Envelopes  
max. 20,000 pieces/h

### Size ranges

DL – C5

Efficient. Intelligent. Secure. These are the most important attributes of the high-performance insertion system W+D BB820. The machine reliably inserts any direct mail shots or documents for dispatch.

With up to 20,000 products/h, even unusual inserts in the most common sizes from DL to C5 (in US sizes #7, #9, #10, up to 6 ½ x 11 ½) can be processed with just one operator.



## BB700 S2

Inserting System

We process what others are unable to



### Output

Envelopes  
max. 16,000 pieces/h

### Size ranges

C6/DL – B4

The W+D BB700 S2 uses next generation servo technology to ensure that the W+D BB700 S2 platform and each S2 enhancement module work seamlessly together allowing the fully configured W+D BB700 S2

system to set new standards for extraordinarily productive performance in direct and specialty mail envelope inserting applications.

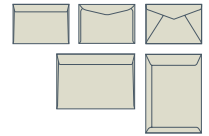


# Inserting Systems

## W+D BB550 XL

### Inserting System

One System for various Formats



#### Output

Envelopes  
max. 12,000 pieces/h

Pockets  
max. 10,000 pieces/h

#### Size ranges

Envelopes:  
C6 /DL – B4

Pockets:  
C5 – B4

Versatility is one of the most important features of the W+D BB550 XL multifunction system. The servo-driven machine not only reliably processes all formats from C6/DL to B4, but also large envelopes with a deeper insertion up to C4 shipping pockets. The second important feature of the BB550 XL is an expanded packaging strength of up to

25mm. The BB550 XL is thus a highly efficient and flexible inserting system for all packaging solutions needs. It not only efficiently inserts large and small runs of personalized and confidential documents, it also easily handles cardboard and express envelopes (FedEx, UPS, etc.) and can be equipped with hot melt glue to close the flaps.



# POEM

## Your premium partner for used machines

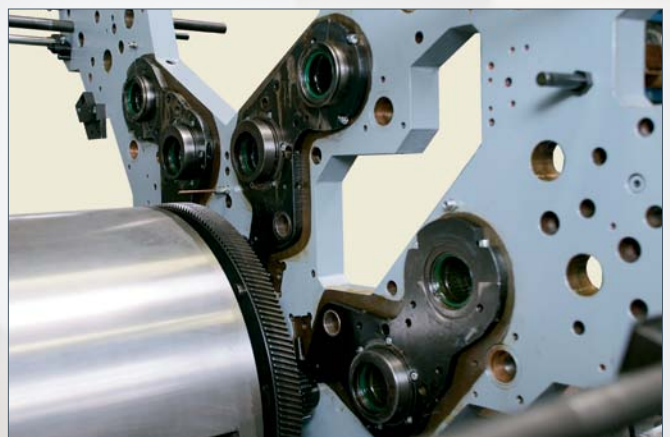
We are your globally active partner for buying and selling used machines and components in the envelope, printing and mailing industry. In addition to this, **POEM** offers an extensive range of service solutions for upgrading and reconditioning used machinery. Our technical know-how, which is embedded in W+D, is the foundation for the highest quality standards. In Neuwied, POEM taps into more than 100 years of tradition and experience in envelope production. This presents decisive conditions for all our customers' production needs, with an optimum of service in the highest of quality. We leverage the complete W+D service product range in converting your machines and constantly develop our own solutions and service products.

### POEM

#### – Your partner for your used machine project

- / We offer a wide range of tried and tested machines, which we are happy to convert or upgrade to meet your specific needs.
- / As part of W+D, we have access to the world's market leader in know-how.
- / We represent the best possible sales opportunity of your used machine through our international sales network and our more than 20 years of experience in the used machinery business.
- / We use the entire W+D service portfolio to upgrade your machine.
- / Our selection of machines is constantly updated.
- / We provide short-term availability due to our extensive stock of machines.
- / We are the sole provider who can link your new machine project with the trade-in of your used machine.

**Use POEM as your reliable partner for investing in good, used production machines.**





# W+D Quality Services

## Our portfolio at a glance

Maximize your competitiveness with our comprehensive suite of quality service solutions

W+D understands the fast-paced demands of the companies in the mail and hygiene industries. Our highly-trained technical support teams are there to work closely with you to help you increase the overall efficiency of your systems and add value to your processes.



### Services you can depend on

Your decision to invest in a W+D system can help you take advantage of an extensive range of flexible, innovative solutions from our dedicated W+D Quality Services division. Our portfolio ranges from standard services to value-generating service level agreements which support you in getting the very most out of your investment.



## W+D Locations

**Winkler+Dünnebier GmbH**  
Sohler Weg 65  
56564 Neuwied · Germany  
t. +49 2631 840  
info@w-d.de

**POEM PreOwnedEnvelopeMachines GmbH**  
Sohler Weg 70  
56564 Neuwied · Germany  
t. +49 2631 345386  
info.poem@w-d.de · w-d-poem.de

**Winkler+Dünnebier GmbH**  
Location Bad Oeynhausen  
Valdorfer Straße 3  
32545 Bad Oeynhausen · Germany  
t. +49 5731 7440  
info.ins@w-d.de

**W+D North America Inc.**  
11300 West 80<sup>th</sup> Street  
Lenexa, KS 66214 · USA  
t. +1 913 4929880  
info@wdnorthamerica.com

**W+D Asia Pacific Sdn. Bhd**  
(Co No: 762144A)  
No: 860, 8th Floor, Block A2  
Leisure Commerce Square  
No: 9, Jalan PJS 8/9, 46150 Petaling Jaya  
Selangor · Malaysia  
t. +60 3 78654883  
info@w-d.com.my

## Our Brands

