



Ripon in Action



CSR Barb Ehrenberg, finishing manager Dan Miller (left), finishing tech engineer Jerry Eiler and inkjet crew leader Kevin Pfaff go above and beyond to ensure zero inkjet imaging defects and more accurate delivery predictability for Daedalus Books & Music.

Fine Tuning Inkjet Imaging and Mail Distribution

Solutions for Daedalus Books & Music. Since 1980, Daedalus Books & Music has been the premier source for bibliophiles looking for quality books at bargain prices. From the thousands of books offered by publishers as remainders every year, Daedalus selectively chooses books that are of lasting value. Daedalus also loves music – mostly in the classical, jazz, blues and world genres. This obsession led to the creation of the company's music catalogs and music website. The staff listens to hundreds of discs before making the selections presented to customers, and all of Daedalus' discs are on sale, all the time. To promote its book and music offerings, Daedalus mails 16 different catalogs each year. Ripon is Daedalus' primary source for catalog printing and mail distribution.

Challenge | A small percentage of catalogs were entering the mailstream with no outside address. The catalog marketer became aware of the problem because the USPS, in an effort to minimize mailing waste, went above and beyond protocol to return the catalogs to Daedalus. Inspection revealed that the inkjet equipment was imaging the order form but omitting the outside address on the defective catalogs. According to inkjet equipment vendors and other major printers offering inkjet imaging, there is always the potential for a small fail rate that goes beyond operator control or preventive measures. Daedalus, however, desired a zero fail rate and asked Ripon to devise a solution.

In addition, Daedalus was becoming concerned that the USPS was not unloading their shipments at the Chicago Bulk Mail Center (BMC) in a timely manner. The delays were negatively affecting response and causing staffing concerns at the Daedalus call center based on the anticipated timing of orders.

Solution | To detect catalogs that were not inkjet addressed, Ripon developed a camera-based solution that monitored the outside cover imaging. The camera is wired to a stop circuit that shuts the bindery line down when it detects a blank. Ripon believes this solution is the first of its kind and is attracting interest from other major printing sources.

To address the BMC problem, Ripon worked directly with the USPS to set up a verification system indicating when shipments are unloaded and put into the mailstream.

Results | There have been no further catalog returns because of missing addresses. And, of course, all of Ripon's inkjet imaging customers now benefit from this innovative error detection system.

Daedalus also is now able to better monitor the Postal Service's performance in entering the company's catalogs into the mailstream and is able to effectively manage call center staffing levels based on more accurate in-home dates.

