

## Successful combination of technical solutions for the automation and individualisation of the mailing production with MB Bäuerle

A cleverly made mailing is an eye-catcher. The right technology attracts attention, thus ensuring the success of mailing activities. MB Bäuerle offers the suitable technology with its automated folding machines and equipment for customised solutions.

An example for these applications is the Hybrid Mailer NET 52, which was presented at the drupa 2008 for the first time. What makes this complex mailing system special is the fact that it can handle both continuous forms and cut sheet. With this system Bäuerle wants to emphasise that automation also makes sense in connection with solutions for the production of mailings. The components of the system are the fully automatic fold unit NET 52 with preceding timed head unit, the cutting module CM 52 with timed cutting head and perforating tool, another fold unit NET 52 with cold glue valves, a vacuum transfer table with hot glue head and plough fold devices as well as a shingled delivery. On the vacuum belt a card is inserted in the mailing by means of a friction feeder and then sealed with a plough fold from left and right. A camera reading system allows a permanent comparison of information with the attached cards.



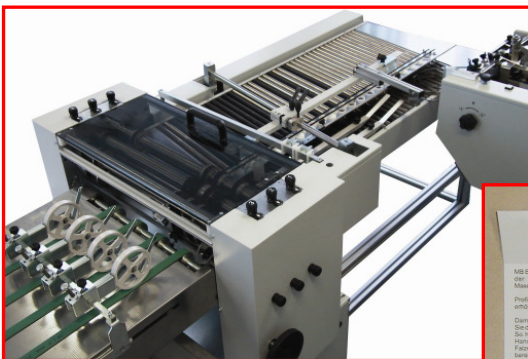
Hybrid Mailer NET 52 for handling continuous forms and cut sheet

Mailings can be produced more profitably with the folder prestigeFOLD NET 52, whose field of applications can be expanded by means of auxiliary equipment. Folding machines - equipped with gluing devices and timed heads for perforating and slitting - are ready for operation in no

time at all. It is a considerable advantage that these machine cannot only be used for specific applications, but also for all routine tasks.

Special folds for eye-catching advertisements such as, for example, open and closed gate folds, can be set with the fully automatic folders from MB by simply pushing a button.

Different rotary tools are available for continuous perforations, scorings or for slitting. These tools can be mounted on the slitter shafts at the of the fold unit or on the slitter shafts of a separate cutting module. The cutting module CM 52 developed by MB Bäuerle is mobile and height-adjustable, so that it can be used in any position of the folding machine and other systems.



Cutting module CM 52

Example of a personalised mailing with attached card



A large variety of processing steps can be carried out by integrating a vacuum belt. As the vacuum belts are height-adjustable, they are flexible and can therefore be used in all positions. It is here where the processing steps take place which make mailing especially attractive and eye-catching, such as

- tipping on cards, booklets, CDs etc.
- gluing with cold and hot glue
- application of glue coatings for response elements
- doubling paper for producing postcards
- sealing products which are ready for dispatch
- opening folded sheets for including products
- labelling
- addressing