Latcham

Plant list 2021

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Data processing

The intelligent use of data is vital to the integrity of the services we offer our clients from our secure dedicated data centre. At Latcham we use the most sophisticated data processing applications and document design software, Cygnus and XMPie are used for the generation of highly personalised communications.

XMPie allows us to create communications for the following channels:

- Print – both mono and full colour digital

- Email – both B2B and B2C

- SMS – both inbound SMS and Outbound SMS

- Cross media i.e. the delivery and integration of more than one channel including print to web, personalised URLs (PURLs) or response URLs (RURLs), email to SMS campaigns or a combination.

XMPie integrates the power of Adobe InDesign Creative Suite with variable date to allows designers the maximum creativity and the marketing power of one-to-one personalisation.

The benefits of XMPie include:

- Harness the full creative power of InDesign, driving virtually any design decision with variable data for a full, highly-creative personalised solution

- Create one to one marketing campaigns that span print, email, Web, and mobile

- Add personalised, design-rich, data-driven graphs and charts

- Embed text within images, personalised for each recipient

- Use data from a live data source, such as a SQL database, ensuring up-to-the-minute information driving on-demand VDP.

- Speed to market- helping our clients get their message to market quickly irrespective of the channel

- Repurpose current print documents to include personalisation to add values and increase response rates

- Offer one-to-one, integrated Cross-media campaigns

- Leverage current familiarity of Adobe Creative Suite (CS) tools

Creating personalised communications is only part of the battle. Making sure the data is 'fit for purpose' is crucial to delivering communications that deliver maximum responses and return on marketing investment (MROI). Latcham can carry out the following data processing services to make sure that the data we use is as clean and up to date as possible:

- **Data suppression**

    - Business Suppression File

    - Goneaway Suppression File (GAS)

    - Equifax Disconnect Goneaways

    - Experian Absolute Movers and Contacts

    - NCOA Suppress

    - Business Changes File

    - Mailing Preference Scheme

- Data verification
  - Postcode Address File (PAF)
  - NCOA Update
  - Equifax Reconnect
- Deceased suppression
  - Mortascreen
  - The Bereavement Register (TBR)
  - Disconnect Deceased
  - NCOA Suppress Deceased

Our Data Processing area has a number of software packages, which allow us to prep data for laser printing. Bespoke programs can be written in languages such as FoxPro and Visual Basic, which enables the splitting, de-duping, suppressing, loading and converting of data into the desired format. Using software modules such as Cygnus and PDF Ninja we are able to pre-process\sort the data for laser printing. This includes printing out a summary of the original data, followed by mailsort, walk-sort, personal data, de-duplication, suppression (MPS or in-house files), PAF and upper and lower casing. The data, which is then created from these processes, is then used with PReS to personalise the mailings and pre-sort the files for posting.

The powerful XMPie software handles all the necessary variations: simplex, duplex, multi-page, selection of appropriate fonts and graphics, dynamically sized lines, boxes, shading and full colour documents - with guaranteed accuracy and quality. This approach provides greater opportunity for customising customer documents and diversifying product packs.

The XMPie software utilised has a country control utility, which allows dates, currency and numeric data to be displayed appropriately for each country. This can be applied dynamically from one document to the next based on a country indicator in the supplied data. The languages catered for include, amongst others, German, Spanish, French and Italian.

Data transfer

Latcham regularly receives data from many different systems on a variety of computer data media and electronically over telecommunications links. Clients can exchange production data with us via our FTP Server, which can be accessed using ISDN dial-up equipment. A separate FTP account is set up for each client that uses this service, with security being provided at the CISCO router level and at the FTP Server level.

Our staff will co-operate with support staff at the client site to implement the service.

We will also assist on supplying either clients or their data bureau with a full data spec of acceptable formats. We are able to accept all of the standard formats of disk, magnetic tape, DAT, Cartridge, diskettes and email amongst others.

- Our internal computer network links our teams, dedicated to managing the receipt and preparation of data, the production operations of printing and the internal administration necessary to ensure that we maintain high standards of quality control and customer service. Separate pools of HP ProLiant servers are allocated to each of these functions. Data resilience is provided using hardware RAID technology.
- We back up data daily onto tape using DLT multi-changer devices.
- In addition, to production processing and production development staff, we have teams dedicated to administration systems development and to computer systems and network support.

The network is connected to other networks within the company. This enables us to provide online transfer of data to our Mailing machines and for Plastic Card Printing, Data Preparation. All key items of equipment either operate as functionally equivalent pairs, or have replacement components stored on site, so that in the event of equipment failure, our technical staff have the resources to reconfigure our environment to restore essential services. All Servers have UPS power supplies to preserve data integrity in the event of a power failure.

Laser personalisation

Cutsheet and continuous inkjet printers

1 x Ricoh IP5000 Inkjet System	Print width 18.5 (19" Pin-less) 20,000 feet per hour in both simplex & duplex mode. Paper weights 60 –300 gsm
2 x Canon i300MX Inkjet System	A3/A4 format 15,000 sheets per hour in A4 Simplex mode. Can print duplex. Four colour inkjet (4 input trays 1200 dpi resolution)

Cut sheet and MiCR laser printers

2 x Xerox Nuvera's (DP144 MiCR & DP314)	Boosts total productivity as the fastest (up to 314 duplex impressions per min) digital duplex monochrome cut-sheet printer in the industry, the DP144 has MiCR toner. Delivers exceptional, offset-level image quality with a smooth matte finish.
2 x Xerox D125	The Xerox D125 is designed for demanding print-intensive environments where there is a need to increase productivity, with 600-dpi capabilities, the printers offer outstanding laser printing with quality.

Digital toner colour personalisation

2 x Xerox Nuvera's (DP144 MiCR & DP314)	762mm/A3/A4 format 5,400 sheets per hour in A4 Simplex mode. Can print duplex. Four colour process (4 input trays 2400 dpi resolution)
X1 Canon ImagePRESS C850 (Digital 4 Colour with extended sheet size)	720mm/A3/A4 format 5,100 sheets per hour in A4 Simplex mode. Can print duplex. Four colour process (4 input trays 2400 dpi resolution)

Print finishing

Cutting

1 x EBA Guillotine	Full programmatic guillotine
1 x Ideal/EBS Guillotine 5560 LT	The EBA/IDEAL 5560 LT guillotine offers high cutting performance which is easy and safe to operate with new touch pad programming. Hydraulic precision drive for blade and clamping, electronically guarded front table area, an electronic hand wheel for fine adjustment of the back fence.

Folding

1 x Hunkeler Stream Folders	High speed folding and adaptable to fold in different planes i.e. cross folding plus hot melt & cold glue capability for self-mailers A4 to DL 15,000 - 18,000 per hour A3 to DL 8,000 - 12,000 per hour
1 x MBO Stream Folders	Giving the facility for high speed folding and adaptable to fold in different planes i.e. cross folding. A4 to DL 15,000 - 17,000 per hour A3 to DL 8,000 - 10,000 per hour
1 x Hunkeler CS6	In line sheeter which can sheet down from 24" drop continuous reeled paper (printer via IP5000) down to A5.

Card, label and gimmick tipping

2 x H&H Pick & Place Stream Folder	This will place CD's, credit cards, coins, sachets and finished printed material, the 3-star rotating wheel is aligned over a vacuum base off the back of a folder, the product applications speed is rated at 15,000 p/hr.
2 x Label Applicators	The mobile label applicators can be added inline with laser printing and finishing processes to tip a wide range of label types and sizes

Booklet making

2 x Duplo iSaddle Booklet makers	The iSaddle System offers quick job changeover for less machine downtime, it can produce A4 landscape-format brochures and books of up to 120pp. The maximum flat sheet size is 356x508mm with a minimum of 105x210mm or 174x254mm for a landscape format.

1 x Watkiss Booklet Maker	The Watkiss DFS is an intelligent complete booklet making system. Its duel feed units inserts covers and pre-printed or personalised stocks from any feeders before releasing it into the booklet maker. This then folds, staples and trims the digital sheets before creating a high-quality, professional creased finish all in one pass.
	Production speeds up to 2,500 sheets per hour
	Min size – 210 x 140mm
	Max size – 482 x 320mm
	Max booklet thickness – 30 sheets (of 80gsm)

Machine enclosing

Getting your mail smoothly into the postal system is one of the most crucial steps in the direct mail process. The letter-shop services we offer have capacity and flexibility to cope with the most demanding of schedules and campaigns both in terms of volume and complexity.

The letter-shop facilities on site offer everything from the straightforward split merge format to the complexities of self mailer items with nested inserts and three-way matching to name but a few, together with a huge hand packing operation for small runs and creative packs which are not machineable.

We have invested in modular kit in order to offer our clients the maximum degree of flexibility, without compromising quality or the creative

Inserters

(Intelligent) 1 x Pitney Bowes 6-Station MPS Inserters	The MPS series from Pitney Bowes is a high-speed productivity, high integrity transactional mail inserting system giving maximum flexibility. Running at 15,000+ cycles an hour, it operates on the Direct Connect™ software platform, which provides capabilities to all Pitney Bowes DFWorks™ products for Automated Document Factory management.
	Pack sizes range from C4 down to C6.

(Intelligent) 2 x Pitney Bowes FPS 6 & 9 Station Inserters – x2 with MCS Inkjet Systems	A high-speed FPS inserter platform from Pitney Bowes with API-50C Continuous Input systems. Primarily used to run legacy and future application of continuous web, 2 up, A4 portrait material into DL & C5 envelopes. They have enhanced the production process and reduced the need for off line forms processing. In addition, we can run C4 flats applications using hopper fed material into C4 envelopes. Pitney Bowes MCS inkjet systems on x2 FPS lines, capable of reading from Hi-Cap and printing address, PPI flash banners on a closed faced envelope Pack sizes range from C4 down to C6.
2 x Pitney Bowes Rival Inserter	4-Station with 2D/OCR scan integrity. MCS inkjet systems on x1 Rival line, capable of reading from Hi-Cap and printing address, PPI flash banners on a closed faced envelope Pack sizes range from C4 down to C6.

Ancillary equipment

- 2 x Colamat label applicators allowing labels to be applied pre and post Lasering.
- 2 x A2 programmatic guillotines
- 1 x Renaddress Inkjet System – print quality 600/300dpi
- 3 x Thermal image card printer. Can print up to 1,000 personalised cards per hour in both simplex and duplex (500).

Hand-working

In addition to our machinery, we have a team of in-house hand-workers to produce the packs that machines can't enclose. These may be due to the complex make up, small volumes or outside the enclosing specification of a machine (Bulk packing – non envelope work etc.)