

Horse Shoe adhesive application

Requirement: Laser A3 simplex with centre perforation to enable recipient to fill in questionnaire, fold to A5, lick & stick to post back. 100% data requirement.

Two methods available.

1. Apply laser compatible adhesion – by Silk Screen for example. Always the preferred solution, but expensive and requires 2/3 extra days for the process.
2. Laser print the A3 sheets. Despatch to specialist finisher to apply normal adhesive. More economic than laser compatible adhesion and turnaround, usually 2/3 days. But...spoils need to be reprinted and cycle restarted and also unlikely to be 100%.

Solution:

DP Direct have their own equipment to apply horse-shoe gum and able to fold (on this occasion to A5) in same pass. This particular mailing was therefore simplex lasered first and when 50% ready passed to the glue line/folder. Any spoils reprinted immediately and placed in the correct mailsort sequence.

Economic, 100% data requirement achieved and completed very much quicker than either of the traditional methods.