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Barton & Cooney Increased Competitiveness, Cut Down Costs with New Pitney Bowes Printing Solution



(L to R) Pat Doyle, President, Barton & Cooney and Steve Angel, Director of Production, Barton & Cooney

Barton & Cooney is a Burlington, NJ-based letter shop that has provided a broad range of mailing services nationally for over 45 years. Processing more than 30 million mail pieces monthly from its facility, the company offers services that range from specialty printing and direct mail to inserts, financial printing, and forms. The company's printing capabilities are especially diversified, including cut-sheet laser services, MICR printing, UPC barcoding, continuous feed laser printing services, image data formatting, among many other offerings.

More than anything, Barton & Cooney prides itself on its ability to perform and deliver high-quality, on-time work. "It's a way of life around here," Barton & Cooney President Pat Doyle has previously stated. The company emphasizes that all projects are managed with a goal of producing a savings in time, money, and effort for its clients. The company was recently looking for a way to maintain its commitment to timeliness by meeting the increasing demand for shorter turnaround times and respond to projects with tight timeframes.

"Turnaround time is becoming shorter for a lot of the work we do," says Doyle, "and we were struggling to meet these tight time frames." The company had also been forced to turn down a promising RFP it did not feel it had the capabilities to handle, and Doyle wanted to be able to respond to new business opportunities.

Faced with increasing competition and commoditized pricing, the company began looking for ways to increase competitiveness, while lowering operational costs and providing clients with a lower cost-per-piece for printing.

After weighing historical costs and potential revenue, Barton & Cooney decided to migrate to the Pitney Bowes White Paper Factory solution, which includes the IntelliJet 20 Printing System from Pitney Bowes (Booth 1239). The system consolidates the workflow by using rolls of plain white paper rather than pre-printed forms, improving speed, accuracy, and precision.

In addition, Barton & Cooney can now process more types of applications on a single system. "During any downtime," says Doyle, "we are constantly testing different applications and the results go way beyond any results we were expecting."

Since adopting the new printing solution, Barton & Cooney has reduced operating costs and increased throughput by 50%. The company has also lowered employee full-time equivalents by two and gained new functionality and capability including more types of jobs on a wide range of substrates, as well as the ability to print hundreds of variable jobs.

The high-speed, high-quality accuracy of the IntelliJet 20 has enhanced uptime and performance, allowing them to take on additional print volume immediately and increasing the company's competitiveness. "With the IntelliJet 20 Printing System, we can meet the demands of our clients for quicker turnaround from receipt, to print, to post," says Steve Angel, Director of Production, Barton & Cooney. "We were able to produce 300,000 images daily on two toner printers and can now produce 450,000 images daily on a single IntelliJet 20."

The new capabilities help meet another of Doyle's initial challenges, responding to brand-new RFPs. "There are not too many companies like ours that can offer our capabilities," says Doyle.