

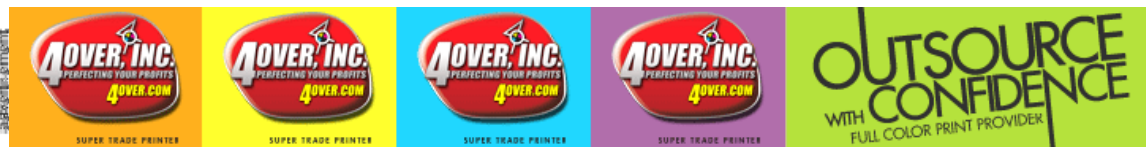
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## Japs-Olson Installs 10 Inkjet Systems from MCS

August 2, 2011

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GAITHERSBURG, MD—August 3, 2011—MCS, Inc., a leader in production inkjet technology, camera systems and production digital printers, announced that Japs-Olson has purchased 10 of its MCS Perfect Match 6.0 “read and print” camera/inkjet printing system.

Japs-Olson is one of the largest vertically integrated direct mail companies in the United States. It offers commercial print capabilities, variable data print and letter-shop capabilities. With the increasing need for personalized content, addressing and messaging on the outside of envelopes, Michael Murphy, Japs-Olson president, was anxious to replace the company’s outdated inserter camera system.

“MCS offered us an industry-leading solution with its Perfect Match systems,” explained Murphy. “We can now offer our customers enhanced services without sacrificing throughput speeds or integrity. We felt this could only be done with a manufacturer that develops both the camera technology as well as the inkjet print technology. MCS fit this requirement.”

Perfect Match 6.0 is an integrated camera/print system with full tracking capabilities through multiple segments, and can even track virtual “slots” with up to 48 optical sensors. Combined with automated divert control, integrity logs and an easy-to-use operator interface, the Perfect Match allows a valuable combination of throughput and integrity.

MCS CEO David Loos, commenting on the design philosophy of the Perfect Match, said, “The new 6.0 version of the Perfect Match system was architected to give the best productivity by keeping inserter production running at high speeds—utilizing diverters to handle suspected doubles and mis-reads. Our new camera verification functions and output logs also give the customer peace of mind that what enters the mail-stream is the level of integrity they require.”

Murphy was impressed with the productivity and feature set of the new systems, but underscored “it’s not just about what the equipment can do on the shop floor today. I looked for a single manufacturer to handle all of my after-sale questions and support for years to come. That is what is most important. Wwe feel MCS has the best track record for that.”

### About Japs-Olson

Japs-Olson Co., founded in 1907, has been at the forefront of the commercial printing and direct mail production industry for over 100 years. Based in Minneapolis, it is one of the 10 largest commercial printing and direct mail production firms in the country thanks to its highly skilled work force and ongoing investment in equipment and technology. Japs-Olson is a charter member of the PIM Great Printer Environmental Initiative, holds the Forest Stewardship Council (FSC) Certification and ISO 9001:2008 certified. For more information, visit [www.japsolson.com](http://www.japsolson.com) or call (800) 548-2897.

### About MCS

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[MCS](#) is a leading provider of industrial inkjet printers, camera solutions and production digital printers for the mailing and industrial markets. MCS' imaging software and hardware provides the integration cornerstone for high-speed mailing and inkjet printing, as well as matching systems for inserters. The new MCS Eagle inkjet platform combines the next generation modular 4.25", 600 DPI print head technology with MCS' proven job layout and print proofing software. MCS systems can be integrated on a wide range of existing transports and inserters.

Source: MCS.

## COMPANIES MENTIONED:

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