

**Maximise the productivity
of your mail**



OfficeRight SI 3500
Inserting System

Fast-track to productivity

A logical approach to your mailing process

As the pressures to become more efficient increase, just to remain competitive, wise enterprises invest in technologies to help them grow. Specialised IT hardware and software, digital copier and printing systems, and integrated telecommunication networks are a few of the advances typically found in today's modern business.

But one critical area has been overlooked, the mail centre. Yet it is through here that the lifeblood of a business flows - outbound invoices and incoming payments along with the promotional mailings that generate orders.

Is your mail centre as efficient as the rest of your operations? Probably not. Pitney Bowes is working to help you change this. With productivity, accuracy, flexibility and dependability being the watch words governing every purchase decision, we have packed these benefits into an affordable mail centre solution. It's called the FastPac™ SI3500 Inserting System.

Integrated technology you can trust

- A system you can count on to deliver - Pitney Bowes has an enviable reputation for producing the most reliable table top inserting systems available. The SI3500 incorporates proven paper handling technology, significant feature enhancements to drive productivity and award-winning design.
- Intelligent integration for a streamlined process - the optional mailing machine interface combines the power of the SI3500 with a Pitney Bowes mailing system. With communication between the systems, you can benefit from greater productivity with a more efficient process.

A new level of productivity

The SI3500 allows your staff to easily handle those time critical mailings and meet postal deadlines.

- Balanced capacity - with balanced capacities between the sheet feeders (325 sheets), insert feeder (300 inserts) and envelope feeder (300 envelopes), the SI3500 runs for longer without reloading.
- Linked feeding - allows higher-volume single-sheet applications to be fed from both sheet feeders in sequence, automatically switching to the other feeder when one runs out.

A flexible system designed to work your way

The SI3500 is extremely flexible at handling a wide range of paper and envelope formats and processes the material the way you want it done.

- Handles a wide range of materials - satisfies almost all applications, for example:
- Invoices, statements, price lists, customer communications, promotional letters.
- Reply envelopes, reply cards, leaflets, coupons, flyers.
- Four folding options - providing optimum feeding flexibility. The system can also handle "fold only" applications that do not require insertion.

Maximise the value of each mail piece with accuracy and control

By using Optical Mark Recognition (OMR), you can control the contents of each mail piece, giving you a new level of flexibility to customise each mail piece as well as control the contents with a high degree of confidence.

- Turn your SI3500 into a powerful marketing tool - using the SI3500 to read OMR marks on your documents means that you can precisely target your marketing efforts. Include special promotions for valued customers or payment reminder information as needed. You decide the message that each customer receives by adding additional or variable pieces, thereby maximising the value of your mail.
- Make sure that each recipient receives the correct mail piece - for multi-page or personalised documents, it's vital that each recipient gets exactly the pages they're supposed to. OMR makes controlling the contents of each individual mail piece simple. SI3500 can collate multi-page documents of between 1 and 5 pages with confidence, ensuring that your customer receives not just the right number of pages but the correct ones.
- Process your multi-page mailings the easy way - there's no longer any need to separate your multi-page mailings into different jobs either. Using OMR, the SI3500 will dynamically select the correct number of pages from a single feeder.

Range of output options - boost productivity to even higher levels by maximising output handling. With the SI3500 we offer two options:

1. Mailing Machine Interface - connect directly with your mailing equipment for a seamless mailing operation, automatically producing mail that is ready to despatch.
2. OptiFlow™ Vertical Power Stacker - provides high capacity stacking with a compact footprint.



Built-In Job Presets
Up to 20 jobs can be preset and saved in memory by the operator for error free job change-overs.

Easy Set-Up
Setting up a job is simple, just enter the length of the sheet, the envelope type, identify the type of fold and push a button.

Two Sheet Feeders
Each feed a single sheet (or a variable number of sheets with the OMR option) into each mail piece. The pages from one or both feeders are then gathered and folded together.

Insert Feeder
Adds a pre-folded piece or booklet (e.g. a coupon, reply envelope or prefolded flyer). Ideal for direct mail applications or to add promotional items to your regular mailings.

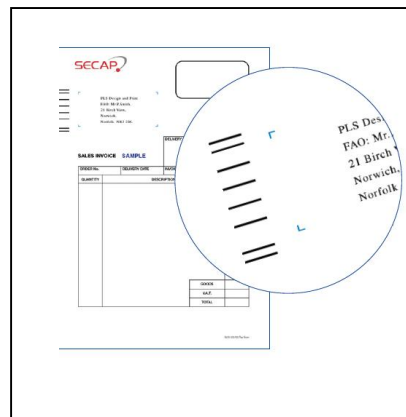
Envelope Feeder
Delivers outer envelope for inserted material. Unique design enables easy material loading.

Vertical Power Stacker
Vertical design optional OptiFlow™ power stacker which lets you unload while running for greater productivity.



A typical SI3500 application: two A4 sheets, an invoice and price list, are gathered and folded together. A DL sized flyer is nested inside the folded document.

The completed piece is inserted into a DL envelope and the flap is sealed.



The SI3500 reads OMR marks and interprets them into specific instructions for processing each mail piece.

Technical Specifications

Sheet Feeders

Minimum Material Size:	127mm wide x 127mm long
Maximum Material Size:	229mm wide x 406mm long
Minimum Material Weight:	60g/m ²
Maximum Material Weight:	120g/m ²

Insert Feeders

Minimum Material Size:	127mm wide x 82mm long
Maximum Material Size:	230mm wide x 152mm long
Minimum Material Weight:	72g/m ² (unfolded material) 60g/m ² (folded material)

Maximum Material Weight: 180g/m² (single sheet)

Envelope Feeders

Minimum Material Size:	220mm wide x 88mm deep
Maximum Material Size:	242mm wide x 164mm deep
Minimum Material Weight:	65g/m ²
Maximum Material Weight:	100g/m ²

Physical Dimensions

Length:	1043mm
Depth:	568mm
Height:	525mm
Weight:	65kg
Electrical:	230V, 50Hz, 3A

Fold Types

Single fold
Double fold
"C" - Letter fold
"Z" - Accordion

Configurations

The SI3500 is available with two sheet feeders and an insert feeder to be combined with the standard envelope feeder, in OMR and non-OMR versions.



The SI3500 in combination with the DM550 mailing system provides an ideal solution.

Adding OMR marks to your documents the easy way

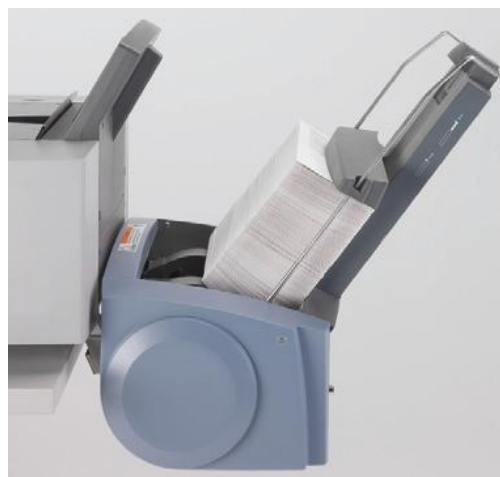
PB can supply templates to assist you in printing OMR marks on your documents. However, a simpler way is to combine PBFIRST™, our revolutionary file importing, reformatting and sorting software, with the services of a Pitney Bowes systems engineer.

The benefits of this approach are:

- Correct application of OMR marks for all your mailings.
- Elimination of costly pre-printed forms.
- Reformatting text based files to enhance the value of the mailing.

Options:

- OptiFlow™ Vertical Power Stacker
- Mailing machine interface
- Basic OMR
- Advanced OMR



OptiFlow™ Vertical Power Stacker

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