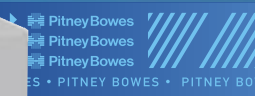




Automate for a streamlined mailing process

OfficeRight™ DI380 Inserting System



A common-sense approach

Mail is a time proven method for delivering your message. It's an important link between you and your customers, and it's a key element in winning new business.

All your critical communications flow through the mail - outbound invoices, incoming payments, promotional mailings that generate orders, as well as payroll and vital employee communications.

Many small and medium-sized businesses find dealing with their regular mailings time consuming and inconvenient. If you're like many offices, you're probably folding and inserting by hand - not a good use of your staff resources. Pitney Bowes can help. We have developed an office automation solution that is affordable, reliable and specifically designed for ease of use - the OfficeRight™ DI³⁸⁰ Inserting System. It will increase your staff's productivity and remove a regular source of hassle.



A typical DI³⁸⁰ 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.

Automate folding and inserting to make your mailing process more effective

The DI³⁸⁰ brings a new level of productivity to your mail processing operations, by folding and inserting material up to twenty-five times faster than by hand, allowing your staff to concentrate on more productive duties.

- **Get the mail out faster** - cycling speeds of 3,000 pieces per hour mean that the DI³⁸⁰ can efficiently meet the needs of low to mid-volume mailers.
- **Ideal for "walk-up" use** - with its easy set-up and visual prompts, the DI³⁸⁰ encourages more promotional mailings and reduces the load on your staff.
- **Higher Productivity** - linked feeding allows higher volume single sheet applications to be fed from both sheet feeders in sequence, automatically changing over when one feeder runs out. In this mode the DI³⁸⁰ will continue to run, non-stop, to handle your larger mailings.
- **Reliability built in** - lowest fault rate in its class of inserters ensures maximum throughput.

Two Sheet Feeders

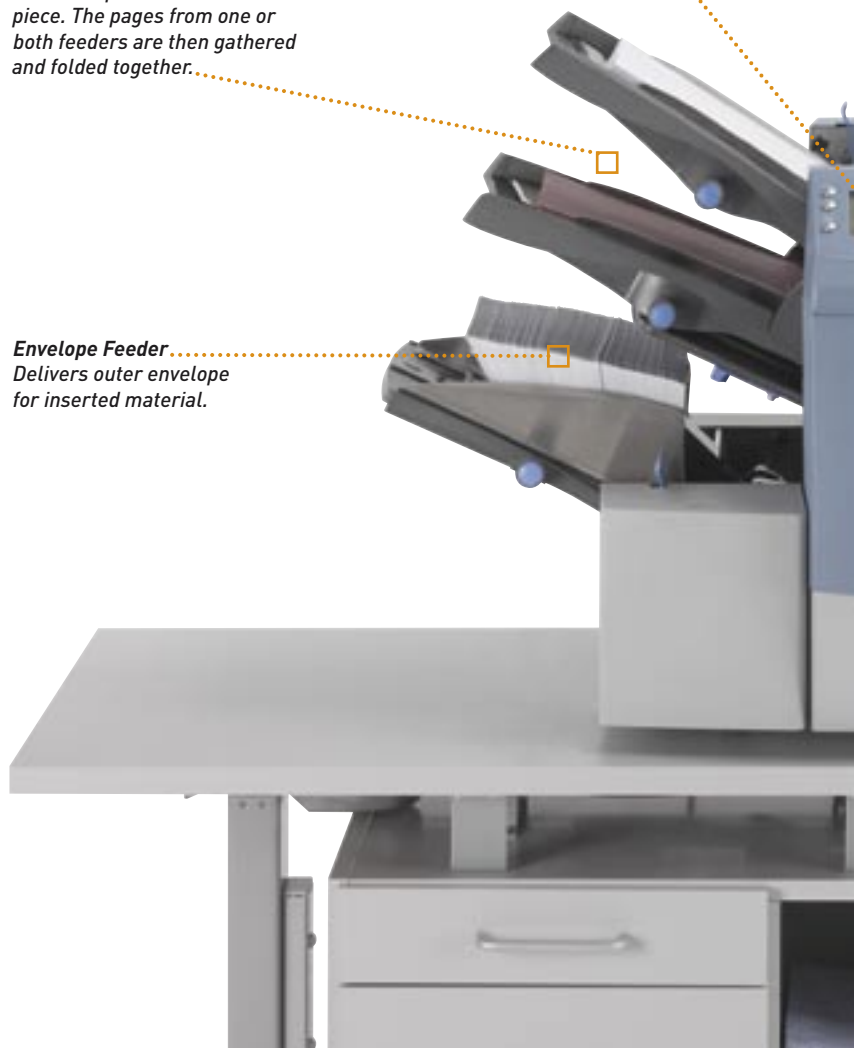
Each feed a single sheet (or a variable number of sheets with the OMR option) into each mail piece. The pages from one or both feeders are then gathered and folded together.

Built-In Job Presets

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

Envelope Feeder

Delivers outer envelope for inserted material.



It's easy to operate - even for new users

The DI³⁸⁰ has all the necessary brainwork built in - there's no need for dedicated operators, or lengthy training. The system can memorise your most frequent mailings, so that each department or user can simply call up their own choice of programme at the touch of a button.

- LCD Command Centre provides visual and text based prompts to guide job set-up.
- Automatic adjustments for fold settings and sheet feeder and envelope separation ensure easy, trouble-free operation.



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.

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.

Stacker
The completed piece is inserted into an envelope and the flap is sealed.

A flexible system designed to work your way

The DI³⁸⁰ 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.
- **Process single pieces with ease** - daily mail mode enables you to place a single communication (up to five pages) into a single feeder and automatically fold and insert it.

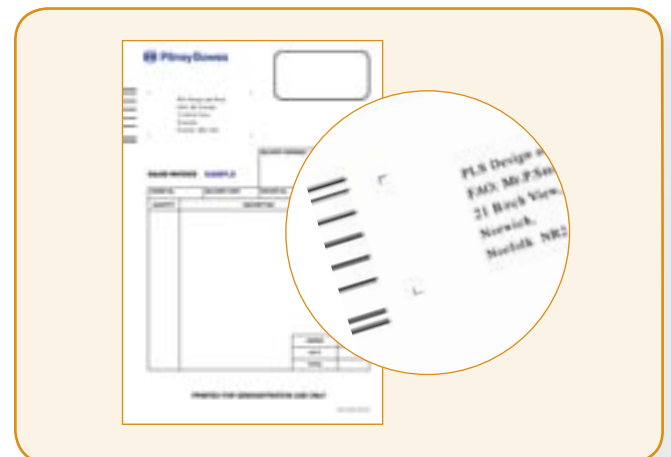
Integrated technology you can trust

- **A system you can count on to deliver** - Pitney Bowes has an enviable reputation for producing the most reliable tabletop inserting systems available. The DI³⁸⁰ incorporates proven paper handling technology, significant feature enhancements to drive productivity and award-winning industrial design.
- **Intelligent integration for a streamlined process** - the optional mailing machine interface combines the power of the DI³⁸⁰ with a Pitney Bowes mailing system. With communication between the systems, you can benefit from greater productivity with a more efficient process.

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. You gain a new level of flexibility to customise each mail piece as well as control the contents with a high degree of confidence.

- **Basic OMR** - allows you to automate the processing of customer mailings where the number of pages varies for each recipient.
- **Advanced OMR** - allows you to add additional items for certain recipients, such as a special offer flyer.



The DI³⁸⁰ reads OMR marks and interprets them into specific instructions for processing each mail piece.

DI³⁸⁰ Specifications

Sheet Feeders

Minimum Material Size
127mm wide x 127mm long

Maximum Material Size
229mm wide x 406mm long

Minimum Material Weight
60g/m²

Maximum Material Weight
120g/m²

Insert Feeders

Minimum Material Size
127mm wide x 82mm long

Maximum Material Size
230mm wide x 152mm long

Minimum Material Weight
72g/m² (unfolded material)
60g/m² (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/m²

Maximum Material Weight
100g/m²

Physical Dimensions

Length 773mm
Depth 568mm
Height 525mm
Weight 55kg
Electrical 230V, 50Hz, 3A

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

Adding OMR marks to your documents the easy way

Pitney Bowes 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, re-formatting 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.

Configurations:

The DI³⁸⁰ is available in three configurations:

- 1 sheet feeder
- 1 sheet feeder, 1 insert feeder
- 2 sheet feeders, 1 insert feeder

Each configuration is available with Optical Mark Recognition.

Options:

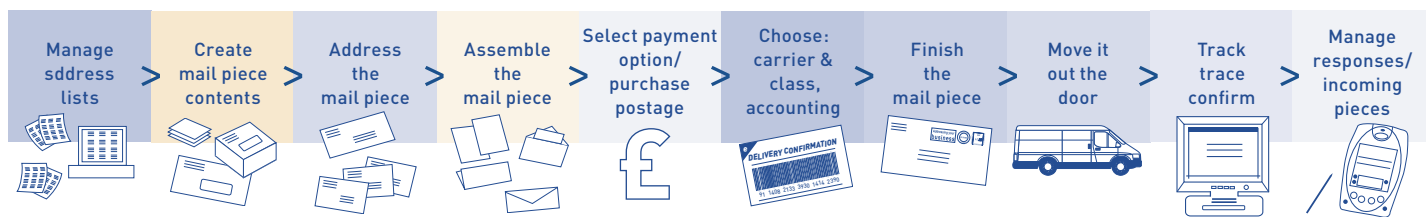
- OptiFlow™ Vertical Power Stacker
- Mailing machine interface
- Basic OMR
- Advanced OMR



OptiFlow™ Vertical Power Stacker



The DI³⁸⁰ in combination with the DM550 mailing system provides an ideal solution.



Engineering the flow of communication™



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DI³⁸⁰ mailing checklist:

Ease of Use

- ✓ Jobs can be pre-programmed to save set-up time.
- ✓ Simple to operate: quick set-up and visual prompts, ideal for “walk up” use.
- ✓ Easy access to paper path to clear material in case of stoppages.

Automation and Productivity

- ✓ Significantly faster than manual processing - up to 25 times faster.
- ✓ Cycle speed, ease of use, reliability and flexibility provide for high productivity levels to meet schedules and postal deadlines.
- ✓ Linked feeders allow high volume jobs to be processed quickly.
- ✓ Combine the DI³⁸⁰ with a Pitney Bowes mailing machine for a streamlined process.
- ✓ Load-on-the-fly is designed for continuous operation - no need to stop to reload feeders.

Flexibility

- ✓ Feeders designed to meet application requirements.
- ✓ Wide variety of applications can be handled eg. invoices, statements, reminders and direct mail.
- ✓ Designed for continuous operation and for convenience.

Applications Handling

- ✓ Wide variety of materials accepted to meet the creative requirements of today’s mailing applications.
- ✓ Flexible insert feeder to handle direct mail applications.

Security and Integrity

- ✓ Security of the document at all stages.
- ✓ Trial piece to confirm accuracy of the job to be run.
- ✓ Accurate document detection to ensure that “doubles” are not mailed.
- ✓ Optical Mark Recognition to add value to “intelligent” mailing applications.



Meeting your requirements ...

- **A safe and reliable partner** - Pitney Bowes is a Fortune 500 company with annual revenues of \$5.3 billion and over 2 million customers in 130 countries. We shape the future of mail and document management by investing \$100 million in R&D each year.
- **Flexible finance** - The right mailing solution is essential to the effective operation of today's business. Our customers demand flexible solutions for future growth, being able to enhance, add to, modify and reconfigure their systems... being flexible is all in a day's work.

We offer an imaginative range of flexible solutions - So make the smart business decision and lease your mailing system through Pitney Bowes Financial Solutions Europe.

- Acquire new equipment quickly and easily.
- Keep pace with new technology.
- Improve your cash flow and free up alternative lines of credit.
- Update your equipment as your business needs change.
- **ValueMax** - An innovative equipment protection plan that provides you with a real, 'no risk' alternative to traditional equipment insurance. Here's why:
 - No third party involvement.
 - Immediate response in the event of a claim.
 - No minimum loss size.
 - Multi-risk cover.
 - No excess.
 - New for old replacement policy.
- **Satisfaction guaranteed** - Pitney Bowes views all forms of service and support as a long-term commitment and part of a lifelong relationship with customers. We aren't satisfied unless you're satisfied. This isn't just empty words, we can back this up by offering a 5 year Customer Satisfaction Guarantee.
- **Flexible service** - Pitney Bowes offers packaged or tailored service in response to the differing needs of businesses. So you can choose the appropriate levels of service cover according to your own assessment of 'criticality'.
- **Superb support** - Our Customer Service Representatives are highly trained and supported by a new multi-media contact centre and computerised service management system. All our systems are integrated so that equipment inventories, service history and current requirements can be seen by all, helping us to allocate the right CSR for fast resolution.

In addition - Our National Service Centre provides a front line response service unique to Pitney Bowes. Approximately 40% of all calls are resolved over the phone reducing downtime significantly. Your equipment is back up in minutes.

- **Quality nationwide service** - Our network is staffed with over 300 trained personnel operating from 7 service hubs. Our commitment to training and development has been recognised by the Investors in People Award and our quality service processes are independently audited by BSI to maintain our ISO9001 accreditation.