



## **Press Release**

### **Sitma Installs Envelope Inserter at Nahan**

*February 4, 2010 - Sitma has partnered with Nahan, USA to integrate labor intensive off-line processes into a single in-line automatic inserting process.*

The Sitma SM-15 based inserters purchased by Nahan match a personalized document with a unique card, attaching it to the document via an integrated hot melt applicator and pick and place feeder. Subsequent feeders (Sitma offers multiple styles) add selectively fed address specific or generic inserts as required.

This system utilizes one camera to identify zip code breaks, easing the downstream sorting process, and another to provide 100% mail verification. Unreadable data codes are automatically rejected. This data collection system is networked across all of the inserting lines, providing real time production management data and generation of a “verified” mailed list. “It has been a great pleasure to work with a progressive company that realizes the need and value of automation and process integration in the competitive direct mail market” said Bob Barton, Managing Director of Sitma USA.

#### **About Sitma**

Sitma, corporate offices in Spilamberto Italy, is the world leader in packaging technology for the printing industry. Sitma offers a full range of envelope inserting, paper wrapping, polywrapping, collating, and co-mailing systems. Sitma engineers solutions built on a modular and flexible platform to meet unique customer requirements.

#### **About Nahan**

Nahan is an award winning, commercial printer that serves successful businesses across the country with high quality printing and full-service direct mail capabilities. Customers appreciate the Nahan value and view Nahan as a trusted advisor they can count on for their important printing, packaging, mailing, and distribution needs. Nahan’s customers include innovative, growing businesses and many Fortune 500 brands that appreciate quality and superior service. For more information visit Nahan at [www.nahan.com](http://www.nahan.com), [TheDifference@nahan.com](mailto:TheDifference@nahan.com) or 320-251-7611.