

# Francotyp-Postalia puts HP Thermal Inkjet Technology at the heart of its franking machines



## At a glance

**Industry:** Specialty Printing Systems

**Business name:** Francotyp-Postalia

**Headquarters:** Birkenwerder, Germany

**Website:** fp-francotyp.com

## Challenge

- Francotyp-Postalia (FP) needed a reliable, high quality ink solution for its market-leading franking machines, in particular for the new PostBase.

## Solution

- The company relies on HP Thermal Inkjet Technology (TIJ) to provide optimal print quality in the production of franking imprints, company logos and QR codes on envelopes.

## Results

- HP TIJ print cartridges combine proprietary, HP-engineered ink and a sophisticated printhead in a single, disposable unit.
- Users need no special training to change the print cartridges; they just pop out the old one and snap in the new one.
- PostBase incorporates a colour touchscreen for ease of use.
- The PostBase system opens up access to the internet for access to electronic services and other applications at the FP portal.
- PostBase boasts award-winning stylish design and integrated scales.



**Business name:** K12

**Headquarters:** Düsseldorf, Germany

**Website:** k-zwoelf.com

**K12** Agentur für  
Kommunikation  
und Innovation

“A fair and solid partnership bonds us to HP. Within the framework of PostBase marketing, the number of units of printheads and cartridges will continue to increase.”

– Karin Christoph,  
account manager, FP

Francotyp-Postalia (FP), with headquarters in Birkenwerder near Berlin, is an established company with a long tradition in postal communications and, as the leading multi-channel supplier, offers the best solutions for the whole value-added chain in the inbound and outbound mail market. With 11 subsidiaries in Austria, Belgium, Canada, France, Germany, Great Britain, Italy, the Netherlands, Singapore, Sweden and the USA, the company is represented in all important world markets.

### Specialised solutions with HP

An expert in mail communication with 90 years' experience, FP knows that the needs of small and medium-sized organisations differ from those of large companies. Therefore, it relies on providing individual, customised solutions for its customers, as it believes this is the only way to optimise processes and conduct them in an efficient and cost-effective manner.

“We provide solutions centred on physical and electronic mail communications,” explains Karin Christoph, account manager, FP. “That means we provide franking solutions for old-fashioned mail delivery, as well as outsourcing and signature services, in addition to secure and legally-binding electronic delivery with De-Mail.”

At the heart of FP's range of franking machines is HP technology. The company uses HP Thermal Inkjet Technology (TIJ) and embeds this printing technology into its own specialised franking systems. HP TIJ print cartridges combine proprietary, HP-engineered ink and a sophisticated printhead in a single, disposable unit. Users need no special training to change the print cartridges; they just pop out the old one and snap in the new one. The expensive cleaning and maintenance stations necessary with fixed printheads are thus eliminated.

“It is very easy operation. A coloured touch display will guide you through the operation. In addition, the machine will notify you if the ink needs to be changed. Changing the ink is just as easy as operating the machine. You can use the touch display to open the cover providing access to the printer cartridges. The client then simply has to swap the old cartridge for a new one... The machine will recalibrate itself, a very quick process,” adds Christoph.

### Introducing PostBase

“Many of our franking machines utilise HP TIJ, including the small MyMail and the UltiMail, as well as the large CentorMail,” adds Christoph. “It also powers our latest solution, PostBase.”

PostBase blazes trails in the latest franking technology. This includes the innovative concept of connecting directly to the PC browser and FP portal, thereby linking together both analogue and digital mail communications.

The newly developed PostBase is not just a cutting-edge franking system in technological terms, but also a mail management terminal for mail processing functions. In addition to the ease-of-use concept, its low noise level and modular design are what makes the PostBase franking system stand out. Should customer requirements change, they can update all functions at any time, meaning it can be easily expanded to meet new needs.



“PostBase offers franking. It can also print advertising, logos and QR codes of the highest quality onto envelopes,” says Christoph.

### Ideal for SMEs

One satisfied PostBase customer is K12, a communications consultancy with 28 employees based in Düsseldorf. As developers of visual and digital content, it is critical for the company to project a professional image in all of its correspondence. On average, K12 dispatches 50 to 100 letters per month, rising to 700 per month during peak times, such as Christmas and New Year.

“For us, it's a source of professional importance to project a good impression. Our letters and envelopes must look great and with PostBase the print quality is excellent. The PostBase machine is also easy to use. Essentially, you place a letter on the integrated scale, insert it and push the button,” comments Jorg Hoewner, managing partner, K12. “Anyone can learn the process, and everyone in the office uses the machine.”

### Expanded user options

“PostBase is the key component in our mail communication solutions portfolio. It is connected to the PC browser and the FP portal via the internet, and can therefore offer customers additional options. The browser allows you to manage advertising imprints, see cost centres and generate text messages, which can then be printed on to the letter. The portal provides clients with access to further solutions, such as the printing service or De-Mail. “The professional HP technology at the heart of the device absolutely fulfils our requirements.”

FP has already sold more than 10,000 PostBase machines in the USA and Germany alone. The company recently launched the solution in the UK, Austria and Canada and has plans to introduce it to Italy next.

“The collaboration with HP is excellent. HP is a professional partner with which to develop new ideas,” concludes Christoph. “We are very satisfied with the relationship.”



Get connected.  
[hp.com/go/graphicarts](http://hp.com/go/graphicarts)

Share with colleagues.



© 2013 Hewlett-Packard Development Company, L.P. The information contained herein is subject to change without notice. The only warranties for HP products and services are set forth in the express warranty statements accompanying such products and services. Nothing herein should be construed as constituting an additional warranty. HP shall not be liable for technical or editorial errors or omissions contained herein.

4AA4-60B1EEW, May 2013

