



# Committed to the race

How Kaleidoscope stepped up its direct mail  
game with the J Press 750HS





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**Founded in 1999, Kaleidoscope Services has grown into a full-service print shop, mail house and fulfillment center for purpose-driven mail. The Indian Rocks Beach, Florida, printer is a leading provider of HIPAA compliant and purpose-driven mail for companies in the healthcare, insurance and financial industries.**

Purchased by Brian Sauer, owner and president, Kaleidoscope Services continues to partner with the USPS to provide time-efficient and cost-effective solutions for delivery of letter, flat and parcel mail distribution.

Today, Kaleidoscope is committed to achieving the highest standards of integrity, excellence, performance and customer satisfaction.

## The Challenge

With its customers following an industry-wide trend of moving toward more personalized and targeted marketing collateral, Kaleidoscope Services found itself limited in keeping up with its existing equipment, particularly in how it handled variable data printing efficiently. The printer was running a program called Cheetah on several smaller Ricoh machines, in which it combined a number of small orders into larger ones to meet USPS discount minimums for quantity mailings to targeted neighborhoods.

Ray Delacqueseaux, VP of Operations, and Ray Banacki, GM, knew that to upgrade the process they needed to update the equipment. "It was mass postcards," Banacki says. "You wanted to mail 50,000, 100,000, 200,000, but the market was going in a different direction—one where variable data was driving things. No one wants to canvas and spend all this money in postage targeting people that may not want their product."

## The Solution

After an extensive research and evaluation process, Delacqueseaux and Banacki set up a meeting with the Fujifilm team. It didn't take long for them to recognize they needed a sheet-fed press capable of handling variable data printing with exceptional quality, eventually making a commitment to the J Press 750HS.

The J Press 750HS's ideal combination of speed, quality and versatility would enable Kaleidoscope to produce personalized marketing collateral efficiently while meeting the stringent quality standards of its clients.

Additionally, the seamless integration of the J Press into Kaleidoscope's existing workflow, facilitated by Fujifilm's support and training, ensured a smooth transition and minimized downtime.

"It's all about decreased turn times," Delacqueseaux says. "I call it the Amazon effect. People can sit at their desk and order something at 2 p.m. and it will be at their front door by 5. They want their marketing mail to be the same. So it's drawing efficiency mirrored with quality to be able to get it in the customer's hands in a timely manner, but still being able to produce a good piece at that."

**“The J Press has a fantastic color gamut. A lot of time on inkjet machines those looks fade. But on the J Press, they're sharp, they're crisp, they're bright. You usually only get that on typical offset presses.”**

– Ray Banacki, GM, Kaleidoscope Services

### The Results

The implementation of the FUJIFILM J Press has yielded significant results for Kaleidoscope, transforming its operations and enhancing its competitive edge in the market. With the J Press' superior color gamut and consistency, Kaleidoscope has elevated the quality of print output, meeting and even exceeding the expectations of its clients. The elimination of make-readies and the ability to run variable data printing seamlessly have significantly enhanced operational efficiency, reducing turnaround times and increasing productivity.

"The J Press has a fantastic color gamut, especially in yellows and oranges," Banacki says. "A lot of time on inkjet machines those looks fade. But on the J Press, they're sharp, they're crisp, they're bright. You usually only get that on typical offset presses. To be able to do that on an inkjet press is special. The ColorPath and XMF have brought a lot of efficiencies to our prepress department, specifically with the hot folders; you can create based on size, paper, weight, things like that. Color was done by eye, so to speak. Right now with ColorPath, we know that the first sheet is going to match the last sheet every single time. On an offset, you had to run at least 300 sheets just to get to color."

In addition, the J Press has proven to be cost-effective to run, with comparable or even lower operational costs than offset printing. Reduced ink consumption, minimal waste and streamlined maintenance have contributed to overall cost savings for Kaleidoscope, enhancing its profitability and sustainability in the long-term.

## At A Glance



### The Challenge

- Kaleidoscope Services needed to upgrade its equipment to handle variable data printing efficiently and keep up with the industry's shift toward personalized marketing.



### The Solution

- Kaleidoscope Services chose the J Press 750HS for its high-quality, speedy variable data printing, ensuring efficient production of personalized marketing collateral and smooth workflow integration.

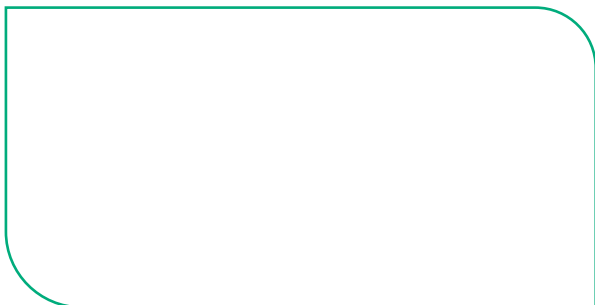


### The Results

- The J Press transformed Kaleidoscope's operations by enhancing print quality, efficiency, and cost-effectiveness.



Find more information at:  
[print-us.fujifilm.com](http://print-us.fujifilm.com)



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