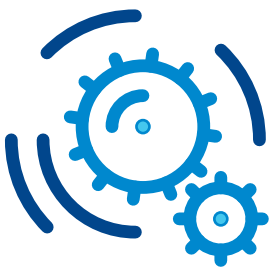


# How file based processing adds integrity and precision to every mail piece.



In an age of increased security, compliance and postal regulations, **file based processing barcode technology** ensures your important mail always gets to the right client.

## Existing options:



### Manual or Set Count

- Feeds static and specific number of pages
- Typically used with marketing mail where there is no variability in mail piece content

#### Limitations

- Must manually separate documents by page count
- Slow and error-prone
- Limited reconciliation with this method
- Double detection not always fool proof



### Optical Mark Recognition

- Uses dashes to identify when sets of pages begin and end
- Marks are read to properly assemble variable page mail

#### Limitations

- Does not allow for a unique identity for customer's pages
- Requires a lot of clear space on a document



### 1D barcode

- Can contain machine commands
- Can include data such as page count and page number

#### Limitations

- Placement options dependent on clear space and feed orientation
- Gets very large, very quickly the more information it contains

## File based processing & 2D barcodes = error-free mailing

The secure way to include personalized data to identify each individual page of a mail piece.

### A typical process

#### 01. Send files

The inserter knows nothing about the total job... A file containing all the records for a given job is sent to the inserter PC.



#### 02. Read barcode

As the inserter reads a barcode, it's matching that barcode to a record in the file, verifying every page as it is processed.



#### 03. Insert mail piece

Each mail piece is inserted into the right envelope every time.



#### 04. Targeted Personalized Messaging

Print full color variable text and images on envelopes.



#### 05. Automatic Job Reconciliation

The disposition of every mail piece is tracked as it is processed, closing the loop between the job file and the physical mail process.

This automates the creation of the reprint list and takes the guess work out of reconciling jobs, while making workflows more efficient.



### Job integrity. Mailpiece integrity. Process integrity.

All possible using BlueCrest file based processing. File based processing uses a reference file to monitor and manage every page for the entire mail run.

But isn't this technology only available to large enterprises?  
**Not anymore.**

For more information, visit us online:  
[bluecrestinc.com](http://bluecrestinc.com)

