

## **PITNEY BOWES SA, MATICA DELIVER PERSONALISED CARD SOLUTIONS**

Pitney Bowes South Africa has partnered with Italian company Matica Systems to deliver card personalising solutions. The combined technology offered by the companies is robust, ensuring smooth card personalisation processes.

This is according to Victor Queiroz, Executive Manager of Pitney Bowes South Africa, who says: "Pitney Bowes recognised a gap in the local market for the high speed issuance of personalised cards. As such, we forged a partnership with Matica – a company using advanced personalisation equipment to print, encode and emboss all kinds of cards, including credit and debit cards, identification cards and telephone cards." He adds that Pitney Bowes SA adds value to the process by leveraging the Pitney Bowes product attaching machine, which attaches cards to carriers, which are then ready for bulk mailing. "The product attaching machine can read and attach cards to a personalised A4 letter, producing up to 25 000 mail-pieces an hour, while Matica's equipment personalises over 2000 cards an hour," notes Queiroz. Furthermore, Matica has developed modular systems where customers are able to select the level of personalization cards needed to process with the option of increasing this as card requirements grow and develop.

Says Antonio Santos, business development manager of Matica Systems, "All modules can be added in the field so customers can keep their systems operating with little downtime, with profitability and productivity sustained whilst allowing new technologies introduction into installed systems." Santos adds that customers can be assured that Matica's products and processes fulfil stringent safety and quality standards – the company is ISO 9001:2000 certified, with all equipment in accordance with European Council directives related to electromagnetic compatibility and product safety. "Pitney Bowes' safety, quality and service ethos is aligned with Matica's; and so an alliance was formed to leverage business opportunities in the market. Pitney Bowes' business standards are complemented by Matica's," comments Queiroz. Says Santos, Matica chose to work with Pitney Bowes SA because of Pitney Bowes' extensive knowledge and service base. "Machine up time and Production availability are key criterion which ensure that customers maximize on their investments".

This is echoed by Michael Springer, Pitney Bowes South Africa Managing Director, who concludes: "We have a global network of partners and strategic alliances, and thus we are better equipped to serve our customers. Pitney Bowes' service team implements customised solutions and service technicians closely work with customers to ensure that organisations have the tools, solutions and support needed to succeed in today's market."