Hybrid Mail and Lights-out Factory

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Hybrid Mail
- the letter factory of the future

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Lights out manufacturing is a manufacturing methodology (or philosophy), rather than a specific process.

Factories that run lights out are fully automated and require no human presence on-site. Thus, these factories can be run with the lights off.

Very few run exclusively lights-out
Hybrid Mail in Lights-out Factory

Main automation requirements:
- Automation in incoming data from senders
- Profiles to manage flow, selections, routing
- Automatic adaptation to requirements
- Printing and inserting in a flow process
  - White paper, standard envelopes, inline process
- Important: full monitoring of all processes
  - Electronic tracking, surveillance, planning
New technologies

1. Computer **power** at low cost

2. **Network** wherever you are

3. Colour **printing** at high speed

4. **Inserting** technology
New technologies

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2. Network wherever you are
3. Colour printing at high speed
4. Inserting technology

Print server
Mail server
Input centre
Letter warehouse
Decyphering
Decompress
Parsing
Division into single letters
Postage calculation
Statistics
Security agent
Logging of events

Extraction based on
- sender ID
- sender application
- Recipient name
- Recipient department
- Recipient address
- # of pages/sheets/inserts
- processing needs, etc.

Letter consolidation
Sorting
Encryption
Registered letters
Security agent

Print file creation
Re-printing
Re-sorting
Marking, barcoding
Re-printing

Security agent
Decryption
Slicing
Merging
Int’l transfer
Print server
Print server
Print server
Print server
Input data
to printers
to int’l sites
ePOST

Input data
New technologies

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3.8 m/s at 300x300 dpi colour
3,000+ ipm A4
2,000+ ipm A4 at 300x600 dpi
1. Computer power at low cost
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Overview of light-out factory
CARBON FOOTPRINT

- Hybrid Mail may provide savings in:
  - Transport
  - Delivery time
  - Return mail
  - Resources

- All contribute to reduction of the Carbon Footprint per letter

- Letters generate about 20 g of CO² for postal handling and delivery*

*: Source: PB report, June 2008 and USPS, 2005
CARBON FOOTPRINT

- The upstream process is responsible for the same amount (0.9-1.3 g of CO² per gram of paper*)

- By using hybrid mail the CO² generated by the postal process may be reduced by 40 to 70%, reducing the impact with up to 14 g per letter!

*: Source: PB report, June 2008 and USPS, 2005
Hybrid Mail may be the way for fully automated letter production

Conclusion
Who has hybrid mail today?

(exact mapping not possible)
Who has hybrid mail today?

According to a UPU survey some 81 posts have Hybrid Mail in some form or another*

* source: UPU, 2008
Who is this guy?

Jacob Johnsen

- Communication engineer, Master in Organisation
- 20+ years experience within mail and telecom
- Vice-president for International Data Post for 7 years
  - Responsible for technical deliveries, product management and development departments internationally
- Heading European standardisation (CEN)
  - Responsible for hybrid mail and postal electronic services
  - Heading the activities for more than 15 years
- International Consultant in Hybrid Mail matters
Who is Gemadec?

- Makers of **ePOST** hybrid mail
- The **world’s first provider** of hybrid mail technology and turnkey solutions
- Responsible for **200 M letters** every month
- Casablanca based with global operation

[www.gemadec.com](http://www.gemadec.com)
Gemadec References

- **ePOST** technology has been provided to 25 countries
- Deutsche Post sending 150M letters per month through **ePOST**
- More importantly, developing countries are moving fast (with **ePOST**):
  - Morocco 1st hybrid mail operator in Africa
  - Algeria Post covering huge distances
  - Tunisia Post spearheading technology via **ePOST**
  - Saudi Post strong reference in Middle East
  - Senegal Post 1st sub-Saharan operator also on **ePOST**
- Numerous other hybrid mail operators and high volume mailers entrust their mail to GEMADEC and the **ePOST** technology
Thank you for listening

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