



For Immediate Release

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## Large Volume Mailer Adds Significant Equipment Investment

**Fullerton, CA January 1, 2022** Advanced Image Direct (AID) announced the addition of a new, four color digital web press, a five color envelope converting system and commingling sorters to their 140,000 sq. foot direct mail facility. This additional technology expands AID's support of its clients' direct mail marketing efforts of nationwide campaigns measuring in the millions.

***HP Pagewide Digital Press T250HD with MICR.*** A high quality, digital web press providing variable four color process and text at speeds up to 500 feet per minute. That is the equivalent of over 65,000, 8.5" x 11" full color variable pages per hour.

***W+D 627RS Enhanced Flexo Envelope Convertor.*** 5-color flexo web envelope press. This press creates full color window envelopes from white paper rolls at a speed of up to 1,200 envelopes per minute.

***(3) Kern Model 3500 High-Performance Inserting System*** process up to 22,000 envelopes per hour.

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About Advanced Image Direct (AID)

AID is a privately owned full service direct mail manufacturer located in Fullerton, CA. Founded in 1988, AID has provided print and direct mail marketing solutions from one of the largest, highly secure, direct mail manufacturing facility in the western states. AID provides production services for a wide range of direct marketers from industries such as Automotive, Banking, Entertainment, Financial, Healthcare, Insurance, Retail and Travel. For additional information visit us at [www.advancedimagedirect.com](http://www.advancedimagedirect.com) or contact Perry Wilson 714 502-3931.