

Durban Mailing Services broadens horizons

A recent visit to KwaZulu-Natal gave KAREN STRETCH an opportunity to discover why a modern Sakurai Oliver five-colour offset press is broadening horizons at Durban Mailing Services.



◀ The latest Sakurai Oliver 572 is creating new market opportunities for Durban Mailing Services.

DURBAN Mailing Services (DMS), in Umbilo, was established 12 years ago to manufacture, print and deliver direct mail leaflets and envelopes, specifically for national and local fund-raising organisations. Today it provides a host of services including direct mail, repro, printing and folding, and much more.

The business is owned and managed by Ron Ansell who, with a litho printing career spanning more than 25 years, has garnered a wealth of technical, operational and sales experience. A qualified printer, Ron plays a hands-on role in the business, something that he relishes, and he takes pride in providing complete customer satisfaction.

Evidence of this is the number of customers who have traded with Ron since day one, and continue to rely on DMS for all their printing requirements.

DMS has grown into a vibrant company with a staff of 27, operating a range of modern, high-tech equipment. It has recently enhanced its printing

efficiencies and capabilities with the purchase of a modern Sakurai Oliver 572 five-colour offset press supplied and installed by Ipex Machinery.

'We have a long affiliation with Ipex Machinery, and Graham Spence, the company's local press specialist,' explains Ron. 'Ipex offers knowledgeable advice and has provided great service and support over the years.'

The Sakurai offers DMS and its customers a number of benefits, including automated plate changing and blanket washes, as well as computerised sheet size adjustment – the operator enters the new size requirement and both the feeder and delivery units modify automatically. Quick makeready has increased production efficiency by 90%, which means even faster preparation and delivery of orders.

Another benefit is the IR drier, utilised for jobs with difficult ink coverage, to assist drying and prevent set-off.

New business opportunities are now emerging, especially in niche markets and commercial printing – including calendars, brochures, etc.

Ron reinforces the 'can do' approach at DMS and his willingness to go the extra mile for his customers. 'We've always maintained our personal touch and our commitment to delivering a quality product, on time, at the best possible price,' he comments. 'The Sakurai press is facilitating further growth, which is really positive, and it's also giving us more production capacity.'

DMS also has a two-colour Komori litho press for fast, accurate printing of most business stationery, and a full-colour digital printer for short-run and variable data jobs, and two folding machines.

The company offers a complete direct mail service – from printing letters, envelopes and leaflets, to folding, packing and delivery to the post office; it also operates an in-house DTP division, capable of handling all file formats. The proofing system is calibrated to the litho presses, to ensure accurate colour matching.

Not only does DMS print anything and everything – from A5 flyers to posters, simple leaflets to glossy multi-page brochures and annual reports, letterheads, folders and business stationery – it also offers related services including varnishing, die-cutting and perforating, folding, binding and stitching of brochures and booklets, and envelopes.



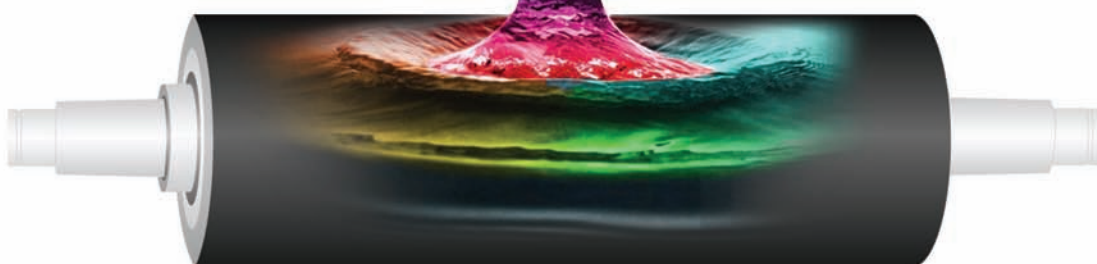
▲ Ron Ansell, owner of Durban Mailing Services, with Navin Bernal, machine minder for the Sakurai Oliver press.

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