

MBA Group Limited

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Press Release

An evolution in customer mailing capabilities – MBA Group invests in new CMC 400 Evolution technology

- British Communications Provider, MBA Group Ltd invests in two CMC 400 Evolution finishing and enclosing lines
- Purchase forms part of the firm's £5 million investment strategy to expand its capabilities and to provide clients with faster and more cost effective solutions
- New CMC 400 Evolutions are set to compliment recent investment in Ricoh Pro™ VC60000 digital presses for highly variable white paper output with increased speed and dynamic sequencing

Dated: Friday 19th August 2016

As part of a wider programme of investment across the business, MBA has purchased and installed two new state-of-the-art finishing and enclosing systems – the CMC 400 Evolution.

This latest investment follows the recent installation of the new [Ricoh Pro™ VC60000 digital press](#) at MBA's Warrington facility (which is currently undergoing client test operations) and is set to compliment highly variable white paper output with increased speed and dynamic sequencing.

The two new 'intelligent' finishing and enclosing lines are designed perfectly for MBA's operations in both highly personalised direct mail and high volume transactional markets. Together, they will provide the business and its clients with the ability to:

- Merge personalised content from both cut-sheet and reel-fed paper streams into singular mail pieces
- Produce flat or variable stitched booklets inline with the mail piece, as well as insert selective inserts via the system's multiple hoppers
- Ensure document/pack integrity via its built-in barcode readers, which are used for matching, tracking and sequence control, as well as the provision of 100% accurate production reports and database updates



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- Enclose packs into a variety of C4, C5, C6 or DL envelopes

MBA's Chairman, Bachar Aintaoui said "The addition of the new CMC 400 Evolutions is not just an investment in MBA, but an investment in our clients future offline communications – offering them greater speed, flexibility and value for money. This investment is yet another development towards MBA's mirrored operations nationwide. Following many recent infrastructure developments at our Warrington facility, our London site will also see some big transformations very soon..."

MBA has set-up the new system for a 24/7 operation, which will provide maximum effectiveness towards its clients' HVTO (High Volume Transactional Output) and shorter run direct marketing campaigns.

The system's many capabilities with a broad range of input materials, inline production techniques, variable insertion and multiple output models makes it a great addition to the business and its handling of a wide variety of business/marketing applications via a single automated solution.

Francesco Ponti, CEO of CMC commented "MBA doesn't just represent an important sale in the UK for CMC – we feel that we have just entered into a bright new partnership. We are happy to support MBA in keeping pace with the new 4.0 Mailing Industry, where digital print, high personalisation and ability to offer a variety of finishing solutions are the drivers of the direct mail and transactional industries of the future. Our thirst for innovation and our engineering pedigree perfectly match MBA's requirements and embrace our vision of complete factory automation from print to finish, implementing integrated solutions into every production department"



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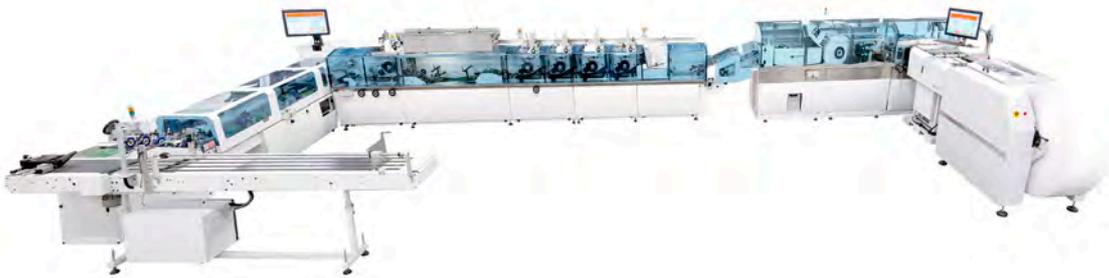
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CMC 400 Evolution Features Summary:

- **Duplex Printing Control** - CMC special system to read the code on the front and back of the document to check printing consistency of the statement and detect any printing mismatch
- **Insert Feeder** – featuring suction cups, double gripper and CMC rotary drum. Feeders can be paired such that if the primary feeder runs low on material, the second feeder can begin feeding the same material. Minimum thickness: sheet 70gsm; Maximum thickness: 8mm
- **Disk Attachment** – used for bound paper or folded inserts where the orientation requires feeding from the open edge adjacent to the folded/bound edge
- **Bulk Loader** – Roll-up unit can be moved to different feeders to greatly increase the productivity of the CMC 400 Evolution by automatically loading the hopper for continuous feeding
- **Envelope Autoloader** – with a loading capacity of more than 1500 envelopes, the envelope autoloader reduces time and frequency for envelope re-loading and enables efficient operation of the machine
- **Ink-Jet Addressing** – vacuum belt for ink-jet addressing. CMC control system guarantees consistency and matching with the mail content.
- **Reading Systems** – integrated reading capabilities to read and check the sequence of barcodes. It guarantees secure throughput and correct fulfillment. CMC PC ADD can manage any readable code.

-Ends-



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| About MBA Group |

MBA is a leading provider of marketing and communication services in the UK. With over 30 years' experience in the direct marketing and transactional communication industries, we take great pride in providing our clients with a variety of tailored solutions and cost-effective services that are proven to improve the quality of your customer communications, streamline processes, consolidate costs and ultimately, deliver a greater return on investment.

While the print and secure handling of our clients' direct and transactional mail remains at the heart of our organisation, we continue to invest in-line with our clients' needs, and developments in the marketplace, to provide multichannel communication solutions from a single source.

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**| About CMC |**

We are a company of people who are passionate about technology.

We design and manufacture the fastest, most reliable and technologically advanced systems available today for the inserting, paper and film wrapping industry. Products offered include:

Traditional envelope inserting systems

Paper wrapping systems

Film wrapping systems

Collating systems

Software systems to manage individual mailing lines and full site production

Ancillary front and back end equipment

CMC has a long history of innovation since being founded in 1980 by Mr Giuseppe Ponti, a technical engineer with long experience in the graphic and printing industry. In just a short time the company made significant strides in the national marketplace, laying the groundwork for an extraordinary international expansion that is still underway.

Constantly on the watch for technological innovations that are driven by the industry most demanding challenges, CMC has been recognised through the awarding of over 90 international patents. Numbers that are destined to grow even more, testifying to this young and determined company's dynamic character that is strongly focused on acquiring a new share of the market.

For further information, please contact:

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