



## 2024 Solimar Customer Meeting

SINCE 1892  
**KENNICKELL  
GROUP!**  
Thursday, April 3<sup>rd</sup>  
@ Kennickell Group

# The Kennickell Group

Direct Mail Success Story



**Al Kennickell**  
President

# Business Challenges

**Kennickell Group  
Environment**

**GA, USA**

**Direct Mail**

**Variable data  
printed with digital  
inkjet printers**



**Manual sorting  
processes**



**Large direct mail runs  
were problematic**



**Higher skilled  
employees stuck doing  
manual processes**



**Turnaround times and  
client satisfaction**



# Kennickell Environment - BEFORE

### INCOMING VDP MAILERS



Offset Printed Mailers



Variable Print Data:  
Names & Mailing  
Addresses

### ADDRESS CLEANSE/MERGE




CASS™, PAVE™, NCOA




Merge USPS certified addressees with mail piece to create a multi-page variable data PDF

### VARIABLE PRINT WORKFLOW




Variable data PDF is imposed for printing

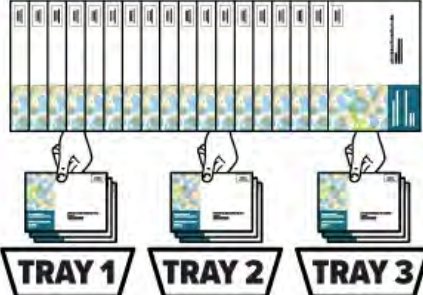


Variable data printed with digital inkjet printers

### MAILING WORKFLOW



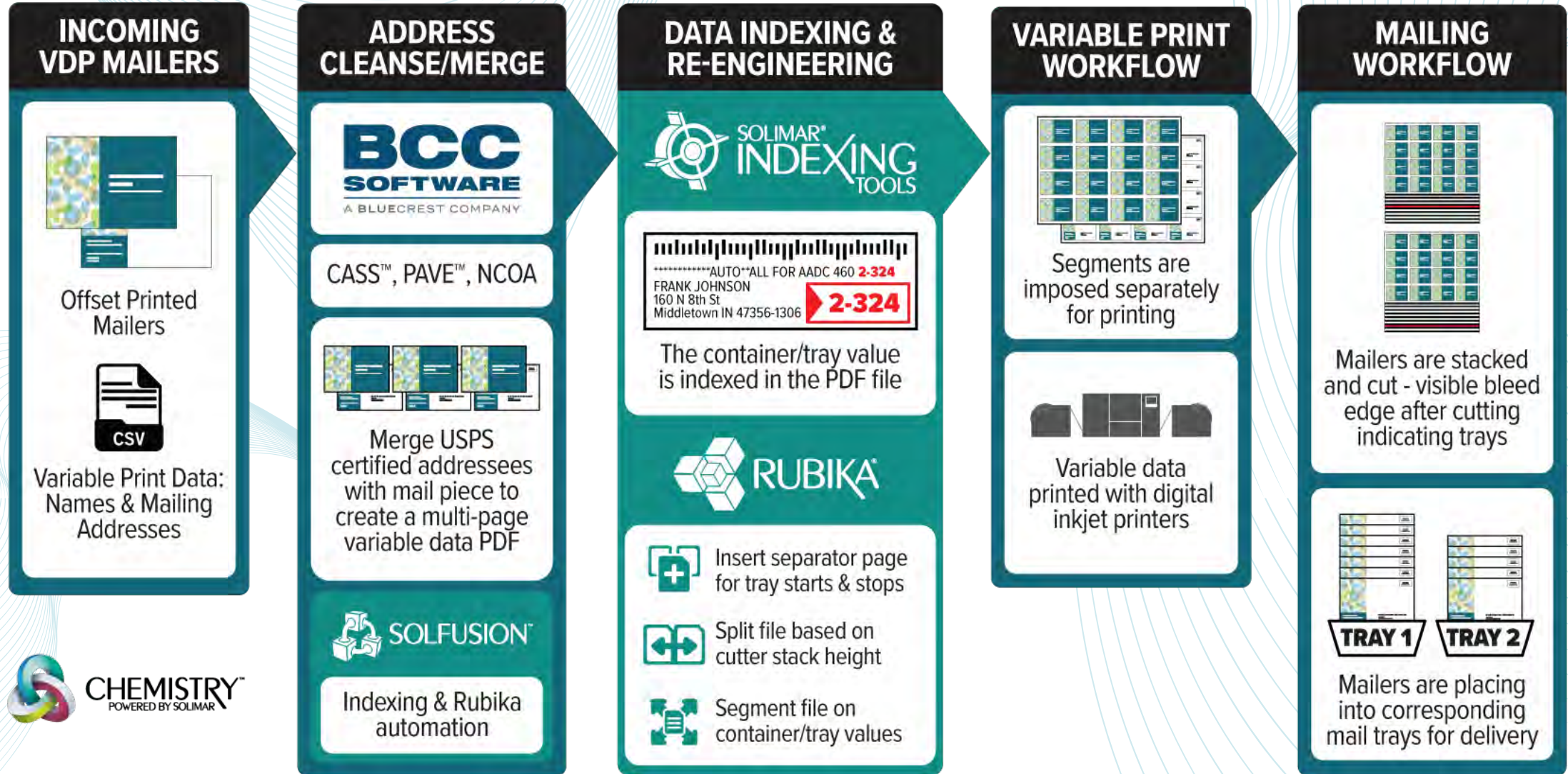
Printed mailers are stacked and cut



Staff manually sorts mailers into mail trays for delivery



# Kennickell Environment - AFTER





**CHEMISTRY™**  
POWERED BY SOLIMAR

*“Solimar automated our mail sortation, cutting the time to complete jobs in half. I’m now very comfortable going after big, big direct mail business.”*

SINCE 1892  
**KENNICHELL**  
**GROUP**



# Watch the Kennickell Group Interview

 **Confidence to Sell More with Solimar System Solutions at Kennickell Group**  
Solimar Systems, Inc.

 **Confidence to Sell More with Solimar System Solutions at Kennickell Group**

  
**Pat McGrew**  
Managing Director  


  
**Al Kennickell**  
President  


  
**Ryan McAbee**  
Chief Analyst  


17:50 



# Thank you!

I'm happy to discuss your specific requirements and host a web meeting to demo any workflow or solution we discussed.



**Mary Ann Rowan**

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