

## WHAT'S NEW WITH THE PINNACLE?

### ➤ **SMART SET** — System Matched Auto-adjust Response Technology for System Efficiency Timing

The system has a unique feature that dynamically changes machine timing based on inserter speed. During normal operations machine speed and material characteristics influence inserter performance. At times it is necessary to manually advance or retard mechanical cams to adjust for the proper handling of material placement. SMART SET performs timing adjustments on the fly while accommodating for changes in inserter machine speed.

### ➤ **ADDITIONAL CONFIGURATIONS**

#### **VIP Integration**

For applications requiring page collation and folding, the Pinnacle system can be configured with a cut sheet feeder. This enables users to expand application beyond standard inserting.

#### **Read and Print**

The combination of JETVision reading and Printegrity ink-jet printing technologies enable users the ability to add communication messages specific to their customers. Using color messages increase customer awareness and open rates.

For more information on the Pinnacle and Pinnacle VIP inserting system, please call 800-220-3030, email us at [marketing@bowebellhowell.com](mailto:marketing@bowebellhowell.com) or visit our website at [www.bowebellhowell.com](http://www.bowebellhowell.com)

## THE PINNACLE INSERTING SYSTEM

# It's Back...

# ...and **SMARTer** than ever.



# THE PINNACLE INSERTING SYSTEM

**The popular Pinnacle inserter system has returned to production in the Bethlehem Services facility and is available as a new product or as a certified product.**

The Pinnacle system is a computer-controlled, pneumatically actuated, and easy-to-use mail inserter designed to enhance the productivity of the direct marketing shop. The Pinnacle has the ability to display detailed job statistics, providing information for job analysis, as well as the ability to save the file for future recall. This powerful management tool aids in planning for future production as well as production scheduling. These features result in increased efficiencies and lower operating costs. The Pinnacle inserting system provides one of the highest ratios of throughput to cycling speed on the market.

Long considered an ideal inserter for direct mailers, the Pinnacle system is available as three distinct solutions:

## NEW MACHINE



At our ISO 9001:2000-certified facility, we integrate Pinnacle kit parts onto a new inserter base, then test and ship directly to your facility.

## CERTIFIED INSERTER



We offer a full 150-point inspection on a used base machine under the guidance of our ISO 9001:2000-certified facility. We replace all worn components and install the Pinnacle kit parts.

## CUSTOMER-OWNED CERTIFIED INSERTER



Existing Pinnacle customers can ship their machine to us for a full 150-point inspection on their used base machine. We replace all worn components and install the Pinnacle kit parts, which includes the full spectrum of customer-owned certification process. We conduct the same point inspections as in our certified inserter service.