

Employee Benefits Benefit from CMD Services, Inc.

CMD Services, Inc. (CMD) is a good company to know during these times of economic slowdown, restructuring and downsizing. CMD Services, Inc. (www.cmdservices.com) is a nationally recognized leader in the digital print and order fulfillment

industry. The company specializes in the production, warehousing and distribution of training, benefits, marketing and financial materials and has offices in Atlanta, Kansas City

and Boston. The company was started a decade ago by Christopher and Mark Nedza and offers a total range of fulfillment services including custom binders, kitting, in-house fulfillment, point-of-purchase materials, direct mail and color and monochrome printing.

Personalized Benefits Enable Growth

One area of strong growth at CMD comes from preparing integrated, personalized health and welfare benefits communications for its client companies. Businesses almost universally agree that benefits communications continue to be important, if not more so, as companies downsize. Since these are fields of highly

specialized communications, they are frequently outsourced to firms that have specific expertise in disseminating benefit communications. The result to the client company is the ability to continue to provide top quality, timely benefit-related services to their employees though often at significantly less cost. Outsourcing these important communications helps current and former employees as well as retirees through continuity of services.



Kim Vilardi, manager of Graphics & Color Print Services at CME, reviews a job at the Xerox DocuTech 6135.

personalized benefits enrollment packages," explains Kim Vilardi, manager of Graphics & Color Print Services at CMD. "The

"Xerox is always coming up with new ways to help us be more productive and save money."

integrated tape-bound benefits enrollment packages we produce have extensive variable data information concerning each participant printed throughout. For example, the forms that need to be filled out and returned are pre-slugged with the participant's name, address, social security number and so on. The personalization and professional appearance of the package helps the client company get quicker, more accurate

enrollment application turnaround from their employees. We have had a huge response to this type of program."

"Even though so many companies are downsizing, they still have a need to produce

Xerox Papers Simplify On Demand Book Preparation

The tape-bound books are made up of a number of different standard and custom papers that CMD sources from Xerox. The benefit books may have as many as 20 pages of common investment education and benefit information and then a series of pages that are unique to each recipient, separated by printed dividers. A selection from the many kinds of tabs and dividers that Xerox offers, including White, Plastic, Reinforced and Color Plastic Tabs, are printed and used to separate the sections of the benefits book, based on the customer's desired image and color scheme. The tabs are bound into the books as part of the total print stream. Forms to be included



DocuTech production at CMD, examine the Xerox business reply envelope finished in a sample benefits booklet.

in the booklet are printed on Xerox Vertical Perforated 8 1/2 by 11-inch paper, making them easy to tear out and complete by hand or typewriting.

Next the respondent tears out a business reply envelope, which has been printed with the correct return address information and bound into the book, and mails the completed forms back. CMD finds the bound-in envelope to be a much more effective solution than the old method of hand-inserting a loose envelope into the

packet and they can print the envelopes with the correct addresses as they need them. In addition, it has been the experience at CMD that loose envelopes tend to fall out or get misplaced as the respondent works through the package.

The economical 8 1/2 by 11-inch single sheet-design reply envelope feeds flawlessly through high-speed digital



of benefits books on the DocuTech 6135

monochrome and color printers, enabling companies to custom print their own reply envelopes to order on demand instead of wasting space and money storing boxes of preprinted envelopes. The new twist on the traditional business reply envelope is the result of a technical and business alliance between Xerox and Avery Dennison. The benefits booklets, like all printing projects at CMD, are printed on Xerox monochrome network publishers including DocuTech 6180s, DocuTech 6135s and Xerox color printers including the DocuColor 2060, Document Centre 220 Digital Copier, DocuColor 130csx Digital Color Press and a 5750 color copier/printer. CMD has been a Xerox customer since it first opened its doors and is one of four companies worldwide who regularly participate in hands-on customer application testing for Xerox production printers and digital front ends in their production facilities before the printers are made available for customer shipment. CMD also uses a Xerox DigiPath

Xpress Production Scanner for pre-press production and electronic makeready to create documents comprised of digital and hardcopy pages.

Standardized on Xerox Quality Papers

CMD has standardized on Xerox digitally optimized business and specialty papers for their printing. "We use Xerox Business Multipurpose 4024 20 lb and 24 lb papers because of the 99.99 Percent Jam-Free Guarantee. Xerox backs it and that's important when you work with variable data as much as we do. It's important that we don't jam and have to recreate the data stream," acknowledges Kim. (Refer to www.xerox.com for 99.99 Percent Jam-Free Guarantee details.) Additionally, CMD uses a variety of Digital Color Xpressions 94 24 lb, Xerox Multipurpose Pastels color stock and Xerox Tabs for tape-bound training manuals developed and printed to support software training courses conducted by CMD clients. Xerox Transparencies for Digital and Color Printers/Copiers are used to create the presentations for the trainers to deliver classroom instruction modules because they optimize color reproduction, minimize static and enhance toner adhesion. The Xerox 2-Up CD Label stock is custom printed on the DocuColor 2060 as well as the new Xerox Window Decals, Clear and Opaque, that are used to print point-of-purchase and in-store displays for a major consumer product company.

Watching The Bottom Line Grow

In everything they do, CMD keeps a mindful – and watchful – eye on two bottom

lines: their clients' and their own. They continually review their full complement of services to understand the true costs and the value they offer to their clients. "It's really the whole package of Xerox supplies, service and the equipment that helps us compete and economize as well," according to Vilardi. "Based on the current financial and economic situation around the country, it's important for us to save money and produce materials most cost effectively. And of course it's always critical that we accurately replicate the professional image our client wants to portray to their customers. We work closely with Xerox to get the best pricing possible based on the quantities we order and then we pass along the savings to our clients."

CMD constantly focuses on deriving the highest productivity and quality from their printed fulfillment services and they are printing about 50 million sheets every year. "We rarely have paper-related machine problems," Vilardi continued. "We average



about 99.2 percent uptime. We also like working with Xerox to see what new paper products they are developing which help us get more productivity from every click. The perforated papers and business reply

envelopes are good examples of money-saving Xerox products we have incorporated into our business."

Over the past ten years CMD has made a name for itself in the competitive world of digital printing because of their adherence to quality and vigilance on cost-effective operations. They are continually finding new ways to use the combination of

“perfectly paired” Xerox digitally optimized papers and Xerox digital monochrome and

color printers to deliver benefits measuring beyond the sum of the individual parts.

For more information, contact your Xerox Supplies Representative, an authorized merchant, www.Xerox.com or call 1-800-822-2200.

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