



# INDUSTRY NEWS

Firebird Presort

July 2014

## Firebird Partners with NPI

When Firebird began their exhaustive research for the perfect sorter for their business, they contacted all the major sorter manufacturers including NPI. The team began the process of pairing down their sorter options and included NPI in their final list.

Firebird Presort's customers produce a wide variety of mail pieces that challenge the extreme limits of any sorter. Ray Clemmer, Firebird's CEO and his team have experience with the many sorters available in the market today, and knew exactly what they did and did not want.

## Maximum Uptime a Must



Vince Acerbo, responsible for day-to-day operations, knew he needed reliable and easy to maintain sorting systems.

“NPI offered us a variety of hardware and service options to choose from. We could not be more pleased with the reliability and ease in which the equipment can be serviced. We need maximum uptime and the NPI equipment has not let us down.”

## *Cost Effective Offerings*

NPI offered Firebird several hardware options to choose from. Since Firebird Presort was embarking on a new venture, initial equipment cost weighed heavily on their decision.

In addition to brand new sorting equipment, NPI also quoted a refurbished sorting solution that offered the same reliability and warranty as NPI new sorting systems. This became an attractive option and one Firebird Presort would ultimately choose.



Installation of (2) NPI 4000R'S

## Software is Key

Firebird began to delve into NPI's OpteSuite software offering. Lifting the hood and kicking the tires they found the OpteSuite package could handle the bulk of their initial needs.

Additional conversation with NPI gave Kim Brennan and Linda Oh the confidence that both companies could work closely together to create a customized solution.

They knew this would ultimately give Firebird the competitive edge, one that separates them from their competition.



## CEO Reflects on Sorting Decision



With their decision made, Firebird Presort and NPI's Project Management Team worked closely together to ensure a successful installation. It was of utmost importance for Firebird to hit the ground running with an accelerated timeframe.

On August 26, 2013 two 320 bin NPI 4000R Sorting Systems were delivered to Firebird. Within two days the systems were assembled and ready for testing. Firebirds operations group had previous experience running non-NPI sorters but quickly gained confidence and operational efficiency. Firebird was processing mail within days of the initial install.

Throughout the next several weeks, NPI's service staff worked side-by-side with Firebird as they fine-tuned the sorters and geared up for their initial runs. Soon Firebird was processing millions of pieces of mail, and the rest is now history.

Looking back, Ray Clemmer and his folks are quite pleased with their purchase decision.

"We knew what we wanted and it was not a standard off-the-shelf solution. We have a unique approach to presorting that separates us from our competition and we needed a partner who would listen to us and not force us to settle for their standard offering. NPI listened to us and worked diligently to deliver a software solution that addressed all of our specific and unique requirements. We simply could not have asked for a better partner in our endeavor. If you are looking for a low cost Sorting System, extremely reliable hardware and forward thinking software solutions, I highly recommend NPI. NPI has proven themselves to me, my staff, and in the end, my customers - all of whom count on NPI on a daily basis," says Ray Clemmer.



**Firebird Presort**  
400 Highland Drive  
Westampton, NJ 08060



**NPI**  
14901 Trinity Blvd  
Fort Worth TX 76155

If you are looking to optimize your postal savings, please email Ray Clemmer at [ray@firebirdpresort.com](mailto:ray@firebirdpresort.com).

For additional information on NPI products please send email to: [sales@npisorters.com](mailto:sales@npisorters.com).