



Fred Van Alstyne, COO



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EXCEEDING EXPECTATIONS

Content Critical Solutions teams with Bell and Howell to keep their equipment in top condition

CHALLENGE

Content Critical Solutions utilizes a number of inserting and printing equipment from a variety of manufacturers in their print shops, and they needed a single service provider to keep all their equipment operating in top condition to avoid downtime and revenue losses.

SOLUTION

» Bell and Howell multi-vendor equipment service

RESULTS

Bell and Howell provided a service solution that covered all the equipment that Content Critical had on their floor, regardless of manufacturer, with minimal downtime, for an affordable price.

Content Critical Solutions, Inc., a leading provider of customer communication solutions, offers its customers one-stop digital print and mail services. Established in 2013, their operations in Moonachie, N.J. and Congers, N.Y. now often run around the clock to supply compliance-based and regulatory communications.

“We are a premier provider of communication systems with a sophisticated print and mail operation,” says Fred Van Alstyne, chief operating officer of Content Critical. “We are proficient in delivering transactional statements (e.g., investment, utility, tolling), checks and other regulatory and compliance-based communications that are both private and time sensitive. That’s our focus. I have a zero-error policy for statement printing and mailing. I cannot afford any mistakes.”

Essential to Content Critical’s operations are endurance and efficiency. Moving communications through to the USPS® with the highest quality and integrity in a timely manner drives revenue for them and their customers. Delivering on their promises means that each part of their operations must always be working efficiently. Based on their technical capabilities and flexibility of service options, Content Critical chose Bell and Howell to service their Pitney Bowes FlowMaster intelligent inserting systems.

“To consistently meet our service-level agreements (SLAs), we need our equipment in top condition. If we don’t get statements out the door, our customers’ revenue streams can be interrupted,” says Van Alstyne. “We needed redundant dual-site coverage for our operations in New York and New Jersey. Bell and Howell came in, listened to us, and put together a plan that was extremely flexible and at a reasonable price.”

“We may not have a lot of Bell and Howell equipment on the floor right now, but that doesn’t really matter to them. They’re flexible and talented enough to effectively service the machines we do have.”

Fred Van Alstyne, COO, Content Critical Solutions, Inc.

Bell and Howell’s multi-vendor equipment service model includes digital printers, laminators and wide-format printers, as well as traditional inserting equipment. “We offer our customers a one-stop solution for their equipment servicing needs,” says Bell and Howell Service’s Vice President/General Manager Jim Feely. “There’s no reason to call several different technicians to ensure that your operations are running at peak efficiency. We can handle virtually all electromechanical and robotic systems machine support.”

Unlike other manufacturer service options, Bell and Howell delivers flexible, 24/7 nationwide support.



Printing systems at Content Critical Solutions



Inserting systems at Content Critical Solutions

“I am pleased with the way Bell and Howell has handled our service,” says Van Alstyne. “We may not have a lot of Bell and Howell equipment on the floor right now, but that doesn’t really matter to them. They’re flexible and talented enough to effectively service the machines we do have. They also understand that uptime means money—for us and our customers.”



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