

Pushing the envelope



Nick von der Wense, president of Rena Systems, stands near an envelope printing machine inside the company's Oaks offices, Tuesday.

Gene Walsh
The Times Herald

Rena Systems unveils upgraded mailing, labeling technology

By GARY PULEO
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UPPER PROVIDENCE — As a leading provider of tabletop inkjet address printers for professional mailers, Rena Systems recently widened its already prodigious customer base with the addition of FP Mailing Solutions.

"This alliance will combine Rena Systems' unique product line with FP's strong dealer network," said Nick von der Wense, president of Rena Systems. "The result should be great value for the customers of addressing and mailing products."

The Chicago-based FP Mailing Solutions joins a list of customers that includes the United States Postal Service.

"The most significant thing for us as a company is to be involved with the postal service and their efforts to provide automation and software solutions to customers," von der Wense said. "We've been involved in the postal service regulations and then we in turn develop these systems that allow customers to save money."

With a highly successful line of new products developed in 2007, Rena is already anticipating the next phase.

"That was a huge undertaking and it's going very well," von der Wense noted. "We're excited about using our product line for the next couple of years, but we've already started to make plans for the next one."

Rena's "claim to fame" was built gradually within the parameters of a niche market, noted marketing director Bill Longua.

"We built our company on labelers before there was such a thing as ink jet and we have a very large customer base," he said. "As the technology changed we changed our product offering as well, but catering to the same core business,

selling basically addressing products used in direct mail to print addresses and other variable data on a wide variety of materials — anything from a postcard to a folded mailer."

Servicing a network of dealers and customers extends to providing the proper training in the use of Rena's products, Longua added.

"From our facility in Oaks, we offer training over the phone and we also have an online chat feature. Our primary function is that you can call in to our technicians in the office and they can diagnose, troubleshoot and also do repairs if it's over the dealer's head."

Rena's identity in the business world is unequivocally aligned to being the "quality choice," he allowed.

"Our products are not the cheapest and we don't work from that model; we offer our customers the best products at a solid value. We're not the Rolls-Royce of the world, but we're the Mercedes ... a high quality, precision-built machine that's going to last you a long time and make you a lot of money."