
Presseinformation / Press Release

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Nic Oud Direct Mail, Heerhugowaard (Holland)

High-performance technology as a means to an end

Nic Oud Direct Mail in Heerhugowaard is a direct-mail market leader in the Netherlands, with annual foil-wrapping volumes amounting to 180 million. The company wishes to extend its market share. For that reason, a combined PolyStream/EasySert line from Ferag was installed in February 2012.

The new high-speed system delivers at least the performance that previously required two of the older installations. For CEO Patrick Oud, who estimates the overall volume for Holland alone at 600 million, this is the key to acquiring further market share. "We can make direct-mail business profitable only by operating with high volumes and industrial processes. With the polybagging and inserting line, Ferag has in this respect developed the right solution", says Patrick Oud, pointing to the big advantages resulting from the integration of foil-wrapping and inserting into a single system. "Thanks to the integration of EasySert technology into the system, we have acquired jobs – mainly supplement packages that are added to the Sunday editions – from well-known newspapers."





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At Nic Oud Direct Mail, the combined PolyStream/EasySert line is the key to gaining a further share of the direct-mail market.

Please send proof copies to

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