



Secured mail

HIGH SPEED LABEL LINE

CASE STUDY: SECURED MAIL

High speed labelline

Secured Mail, established in 2006 as a licensed postal operator, is now one of the largest technology enabled e-commerce and postal logistics businesses in the UK. The company, with hubs in Luton and Warrington, focuses on four key business areas: e-commerce, bulk mail, unsorted mail and international. For Secured Mail, flexibility through technology is essential for their present and future logistical success. That is why they asked Equinox MHE to provide a turnkey solution to help them become the first company with a fully automated mail sortation system.

High speed label line

A key feature of the turnkey solution in Luton is the high speed label line with a 'legal for trade' certified Dimensioning, Weighing, Scanning (DWS) and Optical Character Recognition (OCR) unit.

The challenges for this project included:

- Address identification at 3.000 items per hour
- Apply a Secured Mail label
- Presort the incoming flow of items.

The label line process

The high speed label line takes care of a few important tasks that were executed manually before. This not only increases

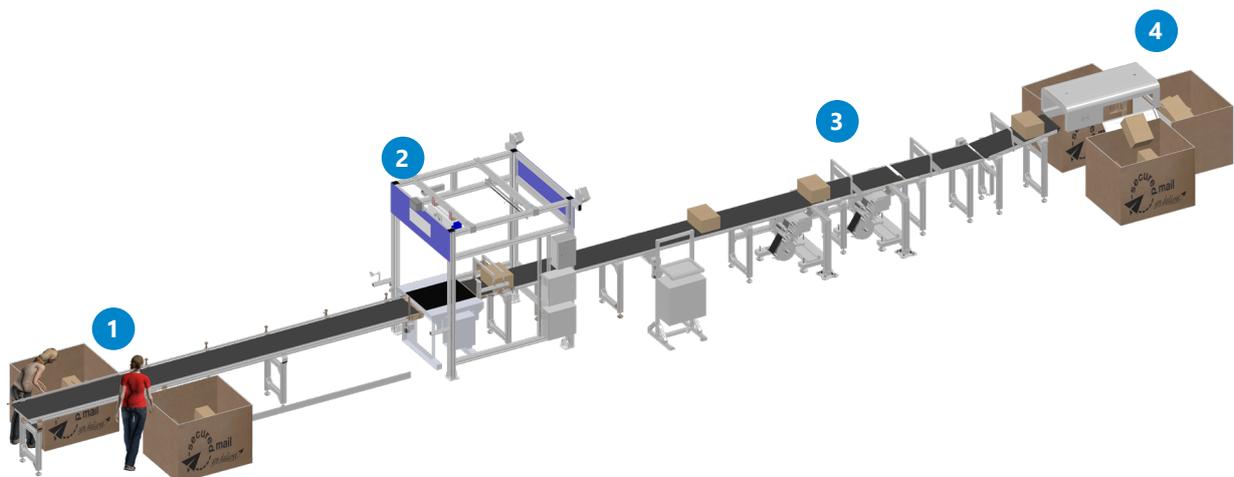
the capacity per hour, but also reduces the amount of errors. by automating repetitive tasks.

The line carries out a number of automated tasks in the following order:

1. Induction: operators put the packages and envelopes on the conveyor belt.
2. DWS and OCR: The DWS measures the volume and weight of items and identifies them by using an OCR scanner. The DWS is legal for trade certified, which is often required to define freight cost for packages.
3. Labeling: Two labeling machines are installed underneath the conveyor. Two machines were required to enable 3.000 items per hour.
4. Cross track sorter: The items are sorted to one of three exits that determine their next destination

Benefits

- The system provides Secured Mail with an opportunity for growth and flexibility in adapting to new clients' wishes.
- Secured Mail is able to presort all postal, parcel and e-commerce products.
- Automatic high speed address identification
- OCR enables recognition of incoming labels



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