



CRITERION APEX DM

HIGH-SPEED MAIL SORTER OPTIMIZED FOR DIRECT MAIL

KEY FEATURES ≡

- » The Criterion Apex DM handles direct mailpiece designs that are highly creative and include nonstandard shapes and sizes
- » Direct mail sorting can provide new revenue streams
- » Significant ROI through improved mailpiece handling
- » Powered by our NetSort® software to achieve optimal productivity and meet standard and advanced postal requirements and discounts
- » Extensive features for pre-sorters, including mail.dat® preparation and interface to PostalOne!®

THE PEAK OF SORTING PERFORMANCE

Handling a wide variety of mail types is a challenge for most sorting equipment, and faced almost daily by direct mail service providers. Our latest version of the Criterion Apex® sorter (Criterion Apex DM), incorporates several hardware and software upgrades to address these processing challenges.

The Criterion Apex DM allows you to easily sort heavyweight, heavy-letter, slick/glossy, tall mail and much more, that was previously very difficult to process. With operating speeds up to 72,000 pieces per hour, the Criterion Apex DM gives you the ability to process more of your mail than ever before.

We also offer a range of software functionality to address processing needs that range from various classes of outbound mail (USPS® and other postal providers internationally), to inbound mail and Vote By Mail processing.

CORE TECHNOLOGY UPGRADES INCLUDE:

- » Guides throughout the system that support mailpieces above the maximum specified height for letters

- » Improved diverting into sort bins through an improved three-finger diverter and improved bin paddle
- » Pre-programmed feeder modes that optimize first- and second-pass mail processing for difficult-to-process mailpiece types

The Criterion Apex DM sorter has established a new benchmark for commingling direct mail. Unlike other sorting systems, the Criterion Apex DM can handle a wide variety of sizes and shapes, making it ideal for commingling Marketing Mail®.

Coupled with our proprietary NetSort software suite, Fluence gives you a solution to manage your entire postage optimization workflow from data through the Criterion Apex DM sorter— with maximum efficiency.

Our field tests have demonstrated productivity gains of 100% or more versus legacy sorting systems for a mail mix of difficult-to-process mailpieces. The data-rich environment from our proprietary software suite enables you to seamlessly manage postage optimization from data through sortation and supports several optional mail preparation methods that comply with USPS® standards.

COMMON SPECS

Document Specs	<p>Height: 3.5"– 7.0" (88.9 – 177.8 mm)</p> <p>Length: 5.0"– 11.5" (12.7 – 29.2 mm)</p> <p>Thickness: 0.007"– 0.25" (0.177 – 6.35 mm)</p> <p>Magazine/feeder capacity: 2,000 envelopes</p> <p>With optional extended magazine: 5,000 envelopes</p>
Cycle Speeds	<p>Postcard: 72,000 p/h</p> <p>#10 envelope: 45,000 p/h</p> <p>#9 envelope: 47,500 p/h</p> <p>#7 envelope: 58,000 p/h</p> <p>DL envelope: 44,800 p/h</p> <p>C5 envelope: 55,000 p/h</p>
Belt Speed	167 ips (4.2 mps)
Dimensions without Bins (L x W)	<p>Barcode reader: 119"x 68.5" (302.25 cm x 173.9 cm)</p> <p>MLOCR: 174"x 68.5" (441.9 cm x 173.9 cm)</p> <p>MLOCR with optional WayMark: 227"x 68.5" (576.5 cm x 173.9 cm)</p>
Bins	<p>Number of tiers: 1–3</p> <p>Max number of bins: Unlimited</p>

OPTIONAL FEATURES:


- » Base BCR upgradable to MLOCR (address reading and barcode printing)
- » Doubles detector
- » Thickness detector
- » Height detector
- » Metal detector
- » MICR detection and reading
- » WayMark® in-line weighing (36,000 p/h)
- » High-speed labeler (41,000 p/h)
- » Optional extended magazine (up to 3,000 envelopes for 1-oz envelopes)

With over 30 years of experience, we have been designing and developing leading-edge sorting solutions based on your operational needs. We are dedicated to increasing your quality and efficiency, decreasing your costs and reducing your risks by developing modular, reliable and flexible production mail solutions, like the Criterion Apex sorter.

 FOR MORE INFORMATION, VISIT: FLUENCEAUTOMATION.COM



 fluenceautomation.com

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