

revenue, and had hired two employees focusing mostly on the Philadelphia to Wilmington region.

By this time the duo was ready to move out of Mr. Frey's basement and into a small office in Chester, PA. By 1996, the revenues had tripled to \$681,000, and the company had a staff of six, plus ten drivers.

By 1998, revenues jumped again to \$2.4 million with a staff of 18 employees and 35 drivers. By 2000, with a steady increase in business now exceeding \$5.4 million, Mr. Frey and Mr. Johnstone decided to purchase a competitor which would increase the number of drivers to 150. They relocated the office to Boothwyn, PA to accommodate their continued growth.

In August of 2001, Priority Express Courier opened a satellite office in Princeton to help increase their foothold

Robust Growth

▼ In 1996, Priority Express Courier had revenues of about \$681,000. Four years later, revenues climbed to over \$5 million.

▼ Today the courier serves the needs of over 3,000 clients from Connecticut to Richmond, VA on a daily basis.

in the central and northern areas of New Jersey. In September of 2001, Rob and Gerry, along with two other partners, launched a records management company, Priority Archives, Inc., which provides off-site document storage, secure destruction, and imaging services.

Due to the combined growth of the two companies, Mr. Frey and Mr. Johnstone once again relocated the office and built Priority's current 60,000 sq. ft.

corporate headquarters and records center on ten acres of land in Boothwyn, Pennsylvania.

"We continue to grow our Records and Data Storage business as well as our delivery business," said Mr. Frey. "We are looking forward to the day that every driver and IC will be carrying a handheld scanner. This will allow our customers to get real-time tracking as well as POD information."

Mr. Frey also had a little advice for embattled Postmaster General Jack Potter. "Continue to push the envelope (pun intended), develop new technologies and services, reduce costs, improve service, and provide the best customer experience possible."

Not bad advice coming from a man who took a big chance in 1994 and now helps run a successful, multi-million dollar company.

Lake Michigan Mailers Sees Return On Investment After Six Months By Choosing The Right Equipment

KALAMAZOO, MI -- Lake Michigan Mailers, Inc. is a leading provider of First-Class presorting, direct mail design and assembly, mail processing, and distribution services to companies, universities, governmental units, and non-profit organizations throughout the United States.

The company was looking for a cost-effective solution to automate the processing of a relatively lower volume of flats for the highest postal discounts possible. Due to its modest volume requirement, Lake Michigan Mailers needed a transport able to process hand-printed and poor-quality, machine-printed flats, often with crooked labels, at a low acquisition cost. Lake Michigan Mailers decided on Engineering Innovation's EZ-Flats OCR Lite System, which incorporates Parascript's AddressScript CM as a single OCR engine, because it was the most cost-effective solution to obtain postal discounts for its 4,000-5,000 flats per day.

Upon implementing the EZ-Flats system with Parascript AddressScript CM, Lake Michigan Mailers was able

to immediately obtain postal automation discounts and achieved a return on investment within six months of operation.

Lake Michigan Mailers was also able to increase customer satisfaction with faster processing times and lower postage rates, while maintaining a low degree of investment risk.

The integrated solution from Parascript and Engineering Innovation achieves address recognition and interpretation rates of 95 percent of machine print and handwritten addresses. EZ-Flats allows Lake Michigan Mailers to process 20,000 to 25,000 flats per week, with room to scale at full capacity at 1,400 to 2,000 flats per hour. EZ-Flats tracks every mail piece to its maximum discount level for easy verification and billing.

Incorporating Parascript's AddressScript OCR Technology, EZ-Flats automatically reads addresses with the highest read rates achievable, greatly reducing time, cost and labor commonly associated with mail processing. It locates and captures an address block on envelope and flats

images to efficiently process the entire mail stream. It reads any character type -- cursive, handprint and machine print -- in any combination to provide a universal address recognition and validation solution.

"We can't say enough about the EZ-Flats system with Parascript's AddressScript OCR and how it has helped us to grow our business, expand our processing capabilities and increase the markets we serve," said David Rhoa, president of Lake Michigan Mailers, Inc. "In the early days of automated mail we had to examine the specific items that needed to be processed before determining if the job could be done. Now, with our integrated solution from Engineering Innovation and Parascript, we can rest assured that Lake Michigan Mailers can easily handle any job."

Lake Michigan Mailers is online at www.lakemichiganmailers.com. To learn more about Parascript and EI, visit www.parascript.com and www.eii-online.com, respectively.

For phone inquiries, contact Lake Michigan Mailers at 800-653-3121.