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Star-Telegram to install EnterNet's CSN-NT system for its TMC operation

EnterNet LLC, manufacturers of the leading newspaper inserter and onserter control systems in North America, has been chosen by the Ft. Worth Star-Telegram to install two CSN-NT inserter control systems in their Edgecliff, TX, packaging center beginning later this month. The Ft. Worth Star-Telegram, a Knight-Ridder newspaper, has circulation of 220,000 daily and 320,000 on Sundays, making it a top-50 newspaper in the United States. Their Total Market Coverage (TMC) program offers both free-standing advertising inserts to Star-Telegram subscribers and to non-subscribers through packaged direct mail. They mail approx. 465,000 packages/week.

Chet Wakefield, the Star-Telegram's Sr. VP of Operations, announced, "After an exhaustive evaluation of the principal competitors and lots of due diligence, we settled on the EnterNet system as best-of-breed, to meet our demanding requirements for a control system that will give us a competitive advantage in the DFW advertising market. We will have a big leg up when pitching sophisticated advertisers who demand highly targeted advertising at economical newspaper/TMC rates. We also appreciate the ability of the EnterNet system to produce different mailed packages (single-family versus multi-family) within the same postal sort, as this has been a problem for us." The Star-Telegram will interface its EnterNet system with a new pre-print entry and planning system, also being installed in early 2002.

Paul Keese, the Star-Telegram's Director of Operations, said, "We were most impressed with EnterNet's sophisticated capabilities, which stem largely from their background in the commercial printing and bindery industries, where selective insertion is a way of life. This extremely powerful technology is now available to newspapers wishing to fully exploit the TMC potential in their advertising markets. We can't wait to get started!"

The EnterNet CSN-NT inserter control system will control the Star-Telegram's two Heidelberg NP-630 inserting machines and all related downstream devices, replacing the Heidelberg Icon control system now employed. With powerful micro-zoning capabilities and sophisticated management reporting features on a true Windows®-NT platform, the CSN-NT system will greatly increase capability and reliability while maintaining the high production rates required by such a large program.