

# TROY's production MICR printer provides a print house with a high-volume replacement for desktop check printers.



## Back Story

RK+, an independent print house specializing in direct marketing, was in the market for a MICR (Magnetic Ink Character Recognition) production printer that could handle high volume. The French-based business handles a wide variety of print jobs across many industries, including banking and advertising. So, they needed a printer that would also fit among the machines within a large production print house.

They had been using a competitor's MICR solution, but RK+ was unhappy with the cost and quality and had switched to using desktop printers. RK+ was also a KM customer, and they reached out to their rep to see if they offered a MICR printer that could solve their issue, and TROY Group was in the right place at the right time, recently partnering with KM. RK+ was put in touch with TROY to provide them with the solution they needed.

## Objective

Provide a MICR print solution that could print a high-volume of checks and fit in a print house environment.

## Challenges

- 1 Strict quality requirements for MICR
- 2 Limited options from competitors
- 3 Provide a solution that could fit into a print production house environment

## Solution

TROY's Production MICR Solution turned out to be the right fit for RK+'s print environment. Where the company was using multiple desktop printers before, the TROY Production MICR Printer turned out to deliver the volume of checks needed at a much faster rate. While the TROY MICR Production Printer takes up a much larger footprint than the desktop printers RK+ were using, it still fit seamlessly into their print house environment.

The TROY 6136p AccurioPress Production MICR Solution has been thoroughly tested by TROY engineers, with more than 30 million prints logged on the team's dedicated testing unit. This testing ensured that RK+ would be getting a solution that could deliver the high-quality, high-security checks they need to produce at the volume they needed.

As a bonus, by utilizing TROY's solution, RK+ introduced MICR Toner Secure™ into their print process. Previously, RK+ had been using remanufactured cartridges purchased from an online retailer. While the use of remanufactured toner cartridges may provide a cheaper upfront cost, use could lead to security, quality, and reliability issues. Cartridges are designed for single use. Remanufactured cartridges have already been used and refilled, comprising their quality and output.

TROY's MICR Toner Secure is formulated specifically for the TROY 6136p AccurioPress Production MICR Printer. Our expertise in MICR toner development guarantees consistent MICR character quality and the use of MICR Toner Secure guarantees a secure check that is protected from fraud. TROY MICR toner meets or exceeds ANSI/ABA standards for check printing and MICR quality.

**Talk with a Production MICR Print Specialist**

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