

Contact:

IWCO Direct

Kurt Ruppel
Marketing Services Manager
(952) 470-2719
kurt.ruppel@iwco.com

Strother Communications Group

Jeron Udean, Account Manager
(612) 288-2414 • jeronu@scgpr.com
Stephanie Haugan, Vice President
(612) 288-2404 • stephh@scgpr.com



For Immediate Release

IWCO DIRECT BOLSTERS DIGITAL COLOR CAPABILITIES FOR COMPLEX DIRECT MARKETING PROGRAMS

Chanhassen, Minn. (Feb. 24, 2011) — IWCO Direct, a leading national provider of direct marketing solutions, has bolstered its full-color, variable-data digital print capacity with the installation of a new Xerox iGen4™ at its Chanhassen location. This installation continues to grow IWCO Direct's platform-wide digital print capability and capacity.

IWCO Direct has aggressively built its digital capabilities in recent years. Digital equipment is vital to managing and producing complex, highly targeted direct marketing communications packages, which are enhancing open rates and engagement levels. The iGen 4 provides even greater color consistency than IWCO Direct's versatile, high-quality iGen3™ digital presses that have been installed at the Chanhassen and Warminster, Pa. facilities. The iGen4 also features an inline spectrophotometer to measure color fidelity. With the installation of the new digital press, the company moved an existing Xerox DocuColor™ 8000AP from Chanhassen to its Downey, Calif. facility, expanding the digital color print capacity at that facility as well.

“We’re committed to investing in technology that allows our customers to enhance their communication with their customers, members and prospects in a one-to-one, highly targeted fashion,” said Jim Andersen, IWCO Direct president and CEO. “We will continue to enhance our strength in digital printing and automated marketing programs, while further expanding our critical communications recovery services through our Mail-Gard® operations.”

About IWCO Direct

IWCO Direct (iwco.com), one of the nation's largest providers of direct marketing solutions, has served the needs of North American companies for more than 40 years. IWCO Direct helps its customers acquire, retain and engage customers and members through highly personalized paper-based and digital marketing programs. The company provides direct marketing like no one else by seamlessly supplying all design, production, mailing and management services in an integrated “total package” supply chain solution through operations in California, Minnesota and Pennsylvania. IWCO Direct pioneered commingling and continues to provide its customers with dramatic postage savings and faster time to market through its proprietary IWCO P.O.S.T. (Postal Optimization Strategy and Technologies) and RideShare™ commingling and logistics management programs, as well as its automated marketing program platform, proprietary data services and Mail-Gard critical communications recovery services. For the latest information on direct marketing trends, industry news, postal regulations and more, visit the [Speaking Direct](#) blog.

-end-