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***For Immediate Release***

**IWCO DIRECT RECOGNIZED FOR SAFETY AND TECHNICAL EXCELLENCE**

Chanhasen, Minn. (May 01, 2012) — IWCO Direct, a leading national provider of direct marketing solutions, has recently been recognized for the company’s Safety and Technical Excellence achievements by two leading industry organizations.

**Safety Leader Award for Six Consecutive Years**

A 2011 Industry Safety Leader Award was presented to IWCO Direct on April 21 at the Envelope Manufacturers Association (EMA) Spring Meeting in Scottsdale, Ariz. This is the sixth consecutive year IWCO Direct has been recognized for its commitment to safety by the association. EMA evaluates organizations on their safety achievements based on quarterly and annual surveys. Employers are required to provide information on injuries and illnesses, as well as internal safety programs, which are then calculated to determine a Lost Time Case Incident Rate. To qualify for the award, a company must have a Lost Time Case Incident Rate at or below 1.5 days per 100 employees.

**Technical Excellence Improves Efficiency**

On April 18, IWCO Direct was recognized with the MAILCOM Technical Excellence Award at the 2012 MAILCOM Conference in Washington, D.C. The award was based on IWCO Direct’s commitment to equipment standardization and employee training. IWCO Direct has installed complementary equipment across its national platform so work can easily be transitioned between IWCO Direct’s facilities in Minnesota and Pennsylvania. A process for transferring specialized equipment from plant-to-plant to complete specific projects was also developed. To make the company more efficient, IWCO Direct cross-trains employees on multiple pieces of equipment and conducts frequent performance reviews to ensure the training is effective and addresses any concerns as they arise.

“These awards are the culmination of a tremendous amount of hard work and dedication by our employees to safety and efficiency,” said Jim Andersen, IWCO Direct chief executive officer. “They are further proof of our successful commitment to providing innovative solutions for our customers and a safe work environment for our employees.”

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### **About IWCO Direct**

IWCO Direct ([iwco.com](http://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 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 [SpeakingDirect](#) blog.

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