

**Contact:**

**IWCO Direct**

Debora Haskel  
Vice President Marketing  
(952) 470-3295  
debora.haskel@iwco.com

**Strother Communications Group**

Jeron Udean  
Director of Media Relations  
(612) 288-2414  
jeronu@scgpr.com



***For Immediate Release***

**IWCO DIRECT BEGINS NEXT PHASE OF PLATFORM ENHANCEMENTS**

*Headquarters campus expanded with high-speed equipment installations*

Chanhassen, Minn. (May 21, 2012) — IWCO Direct, a leading national provider of direct marketing solutions, has begun to implement the next phase of its strategic platform enhancements. This includes the expansion of its headquarters campus and the installation of numerous pieces of high-speed equipment in Chanhassen and across the platform. These enhancements are designed to provide customers with significantly increased direct mail personalization opportunities, reduced cycle times and enhanced postal optimization.

A key, strategic element of the platform enhancements is the move of IWCO Direct's Chanhassen lettershop and its second Mail-Gard critical communication recovery center to a 150,000 sq. ft. facility adjacent to its headquarters. The facility will be fully functional by July and will support future expansion opportunities.

In another series of platform enhancements, IWCO Direct has completed installation of a new Mitsubishi 3F16 sheet-fed press in Chanhassen. One of the fastest presses available, it is capable of producing 16,000 impressions per hour, and adds aqueous coating to IWCO Direct's print capabilities. In addition, IWCO Direct is installing 22 Océ 8750 digital web printers which will increase personalization capacity by approximately 35 percent. In total, IWCO Direct will install more than 60 pieces of high-speed equipment at its Chanhassen and Hamburg, Pa. facilities during the next five months. The added equipment will provide customers with greater personalization opportunities while increasing capacity by nearly 30 percent to 385 million direct mail packages per month. A [full list of IWCO Direct's high-speed personalization technology, web presses, envelope inserters](#) and other technology can be found on IWCO Direct's website.

"These platform enhancements keep us at the forefront of providing leading direct marketers the ability to provide highly relevant direct mail offers in the most timely, cost-effective manner," said Jim Andersen, IWCO Direct chief executive officer. "We remain focused on providing the high-speed technology solutions that allow our customers to leverage direct mail as a powerful component of their marketing mix."

**-more-**

## *IWCO Direct Begins Next Phase of Platform Enhancements*

### **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, subscribe to our [SpeakingDirect](#) blog.

**-end-**