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For Immediate Release

IWCO Direct Integrates Inveloper[®] Wrap-Based Finishing System Into Digital Platform

Provides Opportunity for Increased Direct Mail Open and Response Rates Through Highly Personalized Envelopes and Selective Inserting

Chanhausen, Minn. (July 9, 2014) — IWCO Direct, a leading provider of direct marketing solutions, announced it has installed an Inveloper[®] wrap-based finishing system at its Chanhausen facility. By integrating with IWCO Direct's digital print technology, the Inveloper provides direct marketers the ability to increase direct mail open and response rates through more creative and personalized outer envelopes and selective inserting.

Enhancing direct mail campaign performance with increased personalization capabilities was an important criteria when IWCO Direct made strategic investments in digital printing technology. This included adding multiple [Océ ColorStream[®] 3900 digital inkjet printers across its platform](#).

"Bringing the Inveloper into our production platform is another tool to help our customers produce direct mail packages that are more relevant to recipients and stand out in the mailbox," explained Jim Andersen, IWCO Direct chief executive officer. "At the same time, we'll see increased production efficiencies and improved quality. We're excited about the unique benefits the Inveloper brings to our customers."

Instead of the traditional method of inserting materials into pre-converted envelopes, the Inveloper uses roll paper stock that wraps around the contents of a direct mail package, which is then sealed to create the outer envelope. In the future, Inveloper options may be expanded to include window patching, additional inkjet printing and die cutting for windows, flaps, etc.

The Inveloper improves production quality by combining envelope production and inserting into a single, more efficient process. By wrapping the contents instead of inserting, the potential for paper jams, work stoppage and production delays is eliminated. In addition, less paper is used and postage costs are reduced by decreasing the weight of the mailpiece.

IWCO Direct conducted extensive testing of the Inveloper to ensure that it meets the high quality and production standards of the Company and its clients.

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About IWCO Direct

IWCO Direct (iwco.com) is one of the nation's largest providers of direct marketing solutions. Earning customers' trust by collaborating with North American marketers for more than 40 years, the company's full range of direct mail services includes one of the industry's most sophisticated postal logistics strategies. IWCO Direct pioneered commingling more than 15 years ago and continues to compress time-to-market and revolutionize in-home delivery targeting with DMLogic™. Guided by the "Power Your Marketing™" approach, the company produces highly personalized paper-based and digital marketing programs with impactful design, disciplined execution and measurable response to inspire performance across all marketing channels. Through Mail-Gard®, IWCO Direct offers business continuity and disaster recovery services that provide peace of mind in case of a business interruption. The company is ISO/IEC 27001 Information Security Management System (ISMS) certified through BSI Group America Inc., reflecting its commitment to data security. Stay current on direct marketing trends, industry news, postal regulations and more by subscribing to our [SpeakingDIRECT](#) blog.

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