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***For Immediate Release***

## **IWCO Direct Meets Growing Demand for Targeted Direct Mail and Reduced Postage Rates with New Digital Inkjet Equipment**

Chanhausen, Minn. (October 07, 2014) — To meet growing demand for highly personalized direct mail campaigns, IWCO Direct, a leading provider of direct marketing solutions, has expanded its industry-leading digital platform with the addition of Océ ColorStream<sup>®</sup> 3900 digital inkjet presses at its facilities in Chanhausen, Minn. and Hamburg, Pa. The added equipment provides for even greater capacity to produce highly personalized direct mail packages while providing significant postal savings.

IWCO Direct has made significant investments in technology that provide its customers with increased opportunities to deliver the right message, to the right person, at the right time through direct mail. With the latest installations, IWCO Direct has added six Océ ColorStream 3900 digital inkjet presses across its platform since January of 2013. It also recently installed an [Inveloper<sup>®</sup> wrap-based finishing system](#) at its Chanhausen facility which integrates with IWCO Direct's digital print technology to produce more creative and personalized outer envelopes and offer selective inserting.

"Our digital platform is more than just a print platform. Combined with our [Proprietary Intelligence model](#), it is a powerful marketing tool that allows our customers to enjoy improved return on their marketing investment through higher response rates and lower postage costs," explained Jim Andersen, IWCO Direct chief executive officer. "We are committed to leading the direct marketing industry with strategic investments in technology that make direct mail more targeted, more powerful and more efficient to produce."

### **Digital Platform Lowers Postage Costs**

Postage costs have always been a key concern for direct marketers. An additional benefit of IWCO Direct's digital platform is the ability to provide single-stream optimization for deeper geographic concentrations and the ability to qualify for Saturation and High-Density Carrier Route rates. More information on how IWCO Direct's digital platform provides greater postage savings can be found on [IWCO Direct's blog](#). IWCO Direct also provides a complete [equipment list](#) on its website.

**-more-**

## **About IWCO Direct**

IWCO Direct ([iwco.com](http://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. Guided by the "Power Your Marketing™" approach, the company's Proprietary Intelligence model encompasses data, strategy, creative, execution and analysis 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 IWCO Direct's [SpeakingDIRECT](#) blog.

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