

Contacts

Debora Haskel, 952-470-3295, debora.haskel@iwco.com
Jeron Udean, 612-288-2414, jeronu@scgpr.com

For Immediate Release**IWCO Direct Continues to Drive Direct Mail Innovation and Response Through Technology Enhancements**

Chanhassen, Minn. (December 14, 2016) — IWCO Direct, a leading provider of data-driven direct marketing solutions, announced today that it continues to expand its production platform for innovative direct mail. The installation of a new Komori GL640/C press for promotional plastic and paper cards, including gift and loyalty cards, is the latest technology investment designed to further drive response.

IWCO Direct leads the industry in providing marketing and creative strategies for using direct mail as part of an integrated marketing campaign to acquire new customers and retain existing ones. The inclusion of a personalized plastic card in a mailpiece helps highlight more personal and relevant offers that are proven to increase return on marketing investment (ROMI).

The Komori GL640/C delivers high quality printing on paper and plastic with higher run speeds and closed loop spectrophotometer color controls and print register. The high level of automation of the press contributes to shorter production cycles which are needed to meet today's speed-to-market demands across all vertical markets.

"The increase in ROMI that comes from using promotional cards in direct mail drove our decision to complement our investment in our digital platform with this press," said Jim Andersen, IWCO Direct chief executive officer. "Our investment strategy is focused on contributing to our clients' success across all channels, which begins with direct mail." IWCO Direct has enhanced its industry-leading production platform with data, strategy, creative, and analysis services to help clients build integrated marketing campaigns that are both efficient and effective.

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 nearly 50 years, the company's full range of direct marketing services includes strategy, creative and production along with one of the industry's most sophisticated postal logistics strategies for direct mail. This "Power your Marketing[™]" approach inspires 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, 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.