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For Immediate Release**IWCO Direct Adds Technology to Enhance Data-Driven Marketing Solutions**

Chanhassen, Minn. (March 22, 2017) — IWCO Direct, a leading provider of data-driven direct marketing solutions, announced today that it continues to enhance the comprehensive suite of services it provides for the nation's leading direct marketers with the installation of a new Screen Truepress Jet520HD high-definition inkjet web press. Whether Paper or Pixels™, IWCO Direct's state-of-the-art direct mail production technology and digital execution platforms produce highly-coordinated marketing campaigns, no matter the channel, to create the greatest impact and drive results.

The Truepress Jet 520HD expands IWCO Direct's capacity and capabilities to produce highly personalized direct mail as part of its integrated marketing services offering across all channels. This device delivers high volume variable data and high resolution images using inkjet technology with 1,200 dpi true resolution. Precise droplet control maximizes print quality for colors, textures, and solid ink areas on a wide range of paper stocks.

"Direct mail continues to drive response across all channels for our clients who use our strategy, creative, and production services to build integrated marketing campaigns that create customers for life," said Jim Andersen, IWCO Direct chief executive officer. "From concept to conversion, we provide efficient and effective solutions with world-class service to leading marketers across verticals that include financial services, healthcare, telecom, insurance, and travel."

Beginning last September, IWCO Direct performed extensive testing of inksets, color gamut, and paper stocks to ensure the Screen Truepress Jet520HD would meet the market need for quality, speed, and reliability while processing the dynamic content needed for the highly segmented and sophisticated campaigns whose relevance drives significant lift in response.

About IWCO Direct

As a leading provider of data-driven direct marketing solutions, IWCO Direct's Power your Marketing™ approach drives response across all marketing channels to create new and more loyal customers. The company's full range of services includes strategy, creative, and production for multichannel marketing campaigns, along with one of the industry's most sophisticated postal logistics strategies for direct mail. Through Mail-Gard®, IWCO Direct offers business continuity and disaster recovery services to protect against unexpected business interruptions, along with providing print and mail outsourcing services. 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.