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**For Immediate Release****IWCO Direct Named the Number One Direct Mail Service Provider by Bell and Howell**

Chanhassen, Minn. (April 04, 2017) — IWCO Direct, a leading provider of data-driven direct marketing solutions, announced it has been ranked as the number one direct mail service provider in Bell and Howell's DM200—a ranking of the top 200 direct mail service providers in the United States. Bell and Howell, a leader in the world of workflow, automation, and industrial mechatronics, created the DM200 using publicly available information and its own primary research to create the ranking based on estimated revenue from companies' direct mail operations.

As Bell and Howell has observed, with the efficacy of many digital channels coming under increasing scrutiny, marketers are making direct mail an integral part of multichannel marketing. IWCO Direct produces approximately four billion mailpieces annually. In recent years, the company has built upon its foundation and extensive expertise in direct mail to expand its service offerings to include sophisticated strategy and creative services for all channels. The company now creates highly coordinated, data-driven direct marketing campaigns that combine digital and paper-based communications to reach the right customers at the right time through the right channel to drive results.

"Direct mail taught us valuable lessons about data, dynamic content, speed-to-market, lifecycle marketing, and many other factors that are necessary for multichannel marketing success," explained Jim Andersen, IWCO Direct chief executive officer. "We're combining all this knowledge to develop strategies and execute tactics that help our clients create new customers and build stronger loyalty using the most appropriate channels to reach their target audiences."

Bell and Howell's full DM200 report can be found at <http://bellhowell.net/dm200>.

**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.