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For Immediate Release

IWCO DIRECT BRINGS TOTAL PACKAGE PLATFORM TO HAMBURG FACILITY WITH INSTALLATION OF ENVELOPE CONVERTERS

Chanhasen, Minn. (August 23, 2010) — IWCO Direct (iwco.com), a leading national provider of direct marketing solutions, has installed two F.L. Smithe envelope converters at its Hamburg, Pa., facility. The installation brings IWCO Direct's [Total Package](#) platform to the Hamburg facility and continues the integration of the U.S. operations of Transcontinental Direct into IWCO Direct's production processes. The acquisition of Transcontinental Direct's U.S. operations was completed in April.

IWCO Direct has installed an F.L. Smithe SW and an F.L. Smithe SR converter. Both converters are expected to be fully operational and in 24/7 production by the end of September. The equipment will support the conversion of approximately 60 million envelopes per month at the Hamburg facility. With more than 25 years of envelope converting experience, backed by the strength and stability of IWCO Direct's 40-year history, IWCO Direct customers are assured access to envelopes for their direct mail campaigns.

"With our Total Package solution now fully available in Hamburg, we are able to provide customers a balanced platform across our national footprint," explained Jim Andersen, IWCO Direct president and CEO. "Through the skilled effort of our managers and staff, which includes comprehensive training for our new team members, we are successfully integrating the U.S. operations of Transcontinental Direct into our business operations and expanding the reach of our capabilities in just a few short months."

The F.L. Smithe SR offers a unique feature that allows IWCO Direct to convert preprinted rolls of envelope stock. This equipment allows production of envelopes on coated stock with complex 4-color process images. The F.L. Smithe SW is a micro-processor controlled high-speed web machine designed to produce side-seam booklet (wallet) style envelopes and open-end (pocket) style envelopes at speeds up to 1,500 envelopes per minute. Using these capabilities, IWCO Direct's creative services team will introduce new envelope formats for direct mail acquisition, loyalty, and engagement programs. Additional envelope converting equipment will be added in Hamburg in 2011.

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IWCO Direct obtained the Hamburg facility through its acquisition of the U.S. operations of Transcontinental Direct in April 2010. IWCO Direct also acquired facilities in Warminster, Pa., and Downey, Calif. The acquisition provided IWCO Direct a national footprint and furthered the company's position as one of the largest service providers of paper-based and digital marketing programs in North America.

About IWCO Direct

IWCO Direct (iwco.com), one of the nation's largest providers of direct marketing solutions, has served the needs of North American companies for more than 40 years. IWCO Direct helps its customers acquire, retain and engage customers and members through highly personalized paper-based and digital marketing programs. The company provides direct marketing like no one else by seamlessly supplying all design, production, mailing and management services in an integrated "total package" supply chain solution through operations in California, Minnesota and Pennsylvania. IWCO Direct pioneered commingling and continues to provide its customers with dramatic postage savings and faster time to market through its proprietary IWCO P.O.S.T. (Postal Optimization Strategy and Technologies) and RideShare™ commingling and logistics management programs, as well as its automated marketing program platform, proprietary data services and Mail-Gard critical communications recovery services. For the latest information on direct marketing trends, industry news, postal regulations and more, visit the [Speaking Direct](#) blog.

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