



COMPANY FACT SHEET

About The Company

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.

Company History

Privately-held IWCO Direct is headquartered in Chanhassen, MN. The company has served the needs of North American direct marketers for more than 42 years. IWCO Direct provides direct marketing like no one else by seamlessly integrating direct marketing services, resulting in streamlined production for all components – printing, plastics, envelope conversion, and mailing.

Originally founded in 1969 as Instant Services, Inc., the company installed its first web press in 1976 and became Instant Web, Inc., moving to Chanhassen, MN, 20 miles southwest of downtown Minneapolis. The company continued to grow and became The Instant Web Companies with the acquisition of United Mailing, Inc., in 1977, and Victory Envelope in 1981. In 1985, the company expanded 110 miles north in Little Falls, MN, and a year later moved into what is now one of the nation’s largest and most advanced commercial lettershops. In 2010, the company acquired the U.S. operations of Transcontinental Direct. The transaction provided IWCO Direct with a national footprint to further strengthen the company’s exceptional ability to execute and deliver highly effective direct marketing campaigns. With the acquisition, IWCO Direct also acquired Mail-Gard, which added critical communications recovery services to IWCO Direct’s service offerings.

IWCO Direct plays an active role in our communities by advocating for key issues such as transportation, education needs, and health care reform with local political leaders. Of particular importance to us is our support of the Minnesota Business Partnership youth mentoring program. We also work closely with industry partners, the U.S. Postal Service, and our Congressional representatives to build awareness of the mailing industry and its importance to the national economy.

Mission Statement

IWCO Direct is transforming the way marketers approach paper-based and e-campaigns by providing integrated services that add focus, speed, and value to marketing communications initiatives. Our consultative approach with customers drives market solutions that result in our mutual profitability and growth. Our position as a market leader in integrated marketing services is achieved through innovation and partnerships with our employees, customers, and suppliers.

- over -

Philosophy

IWCO Direct does direct marketing like no one else by:

- Institutionalizing customer focus to provide unparalleled service and innovation.
- Delivering a total package solution focused on project management rather than transaction based production of commodity products.
- Driving response and ROI with our industry-leading postal strategy, commingling expertise, equipment, technology, and systems that deliver maximum postage savings and faster time to market.
- Offering clients an extraordinary suite of direct mail services and capabilities accessible with one phone call.

Direct Marketing Services

Printing. IWCO Direct is a leading high-volume printer, offering promotional products in a variety of formats including forms, direct mail brochures, flyers, and inserts for full-scale direct marketing programs. Our pressrooms feature a large variety of high-speed heat-set and UV presses with inline finishing and numerous cutoff options, along with high-speed sheeting and roll-to-roll capabilities.

Promotional paper and plastic cards can be printed in 1-8 colors and in thicknesses ranging from 10-30 mils. Standard CR80 (credit card) size and custom sizes are available.

Our fully equipped bindery areas offer programmable cutters, folders, and affixing equipment.

Automated Marketing Programs. Developed for specialized direct mail initiatives that depend on relevant and timely communication such as trigger mail, loyalty management programs, and event marketing, our automated marketing programs bring automation and efficiencies to direct marketing campaign planning, strategy and management. Combined with IWCO Direct's high-volume direct mail capabilities and cost-saving postal optimization strategies, it is the high impact way to target offers for greater response.

Envelopes. IWCO Direct offers the finest in envelope printing and converting technologies. Formats include an array of specialized envelope products such as perforations, zip strips, pull-tabs, and fragrance strips. Enhanced die-cutting capabilities also provide an endless assortment of creative window configurations. Every converting system is equipped with inline flexo printing for quick turnarounds. Offset and jet printing technology complete our envelope printing capabilities.

Mailing. IWCO Direct's data processing and imaging capabilities can meet the most demanding requirements of high-volume personalization programs. We offer a complete range of personalization services including full-color variable-data digital print solutions as well as a variety of monochrome printing options. Among those monochrome options are continuous and cut-sheet laser (LED) printers and continuous and cut-sheet inkjet systems.

IWCO Direct offers five of the nation's largest, most proficient commercial lettershop facilities with high-speed equipment that produces direct mail programs at record volumes, efficiency, and effectiveness. With more than 250 inserters, we can handle all your direct marketing programs from tests to large volume roll-outs in a variety of sizes from 3-1/4" x 5-1/2" up to 9-1/2" x 12-1/2". In addition to inserting, we offer other essential lettershop and finishing services including trimming, folding, card affixing, label affixing, tabbing, and matched inserting.

IWCO Direct has been an industry leader in postal savings strategies since 1995 when we pioneered commingling for commercial applications using the same equipment as the USPS for sorting mail.

Our postal and logistics strategy achieves significant cost savings with faster, more targeted delivery. Our locations in California, Minnesota, and Pennsylvania will reduce in-home delivery times to your key delivery points. The combination of our one-pass commingling and proprietary logistics program, RideShare, results in significantly faster in-home delivery and meaningfully lower postage costs.

April 2011