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***For Immediate Release***

**IWCO DIRECT ENHANCES PERSONALIZATION CAPABILITIES WITH FIRST U.S. INSTALLATION OF OCÉ COLORSTREAM® 3500**

*Delivering innovation for high volume direct mail campaigns with digital color printing systems*

Chanhassen, Minn. (August 03, 2011) — IWCO Direct, a leading national provider of direct marketing solutions, will become the first company in the U.S. to install the Océ ColorStream® 3500 at its Chanhassen, Minn. headquarters in September. The new high-speed production printer will provide IWCO Direct customers increased personalization capabilities and allow for more personal, relevant direct marketing messages by moving more easily from monochrome to full-color output.

With this new technology, IWCO Direct will offer enhanced solutions for the increasing demands of today's sophisticated, high volume direct marketing programs in industries such as healthcare, financial services, insurance and other industries. These types of direct mail programs require highly personalized offers with full-color graphics.

“We’re committed to providing our customers with the latest digital color printing technologies that make personalized offers more engaging,” said Jim Andersen, president and CEO of IWCO Direct. “As a leader in direct mail marketing we will continue to make strategic investments that will improve the success of our customers’ direct marketing efforts.”

The new ColorStream 3500 will be installed in early September, less than a year after it was introduced at Canon Expo in Tokyo in November 2010. At 1,073 letter-size impressions per minute and simplified transition from monochrome to full-color or five or six colors, IWCO Direct now offers greater productivity and flexibility for high-speed color and monochrome production of high volume direct mail. The system can also be set up as monochrome-only when needed.

In recent years IWCO Direct has consistently demonstrated a strong commitment to growing its digital print capabilities. In February 2011, the company announced the installation of a new Xerox iGen4™ at its Chanhassen headquarters, which bolstered its full-color, variable-data digital print capacity. The company was also the first in the U.S. to install the Océ VarioStream® 7650 Twin and the Océ VarioStream® 8750 Twin systems.

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## **About IWCO Direct**

IWCO Direct ([iwco.com](http://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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