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For Immediate Release**Experts from IWCO Direct Play Pivotal Role in Developing “The Designer’s Guide to Inkjet” from Canon Solutions America, Inc.**

Chanhausen, Minn. (February 17, 2015) — Digital inkjet technology is revolutionizing the printing industry, allowing for high-volume printing of highly personalized direct mail. But there is a lot that agency and in-house designers need to know in order to design effectively for the technology. That was the primary message that IWCO Direct Senior Vice President of Operations, Dave Johannes, and Designer, Jared Johnson, shared with authors Elizabeth Gooding and Mary Schilling during the development of a new book, “The Designer’s Guide to Inkjet” from Canon Solutions America.

“The Designer’s Guide to Inkjet” was developed as the result of discussions in the Canon Solutions America Transactional Printing Advisory Council and general customer feedback. It is a comprehensive resource for agency and in-house designers looking to optimize their work for high-speed, production inkjet technologies. The Guide consists of guiding principles, best practices, and real-world recommendations related to the exciting world of inkjet. It includes practical information on inks, media, color gamut values, and more.

Over a period of five months, Johannes, Johnson and the authors discussed each section of the book, providing an in-depth review to assure all topics were covered thoroughly, while using clear language that explained complex, industry-specific terminology.

“Our goal was to convey one underlying message: Clear and open communication between designers and printers regarding each party’s expectations is essential for a strong finished project,” explained Johannes. “The more both sides know about the inkjet process from start-to-finish, and evolving capabilities, the better each party can execute their tasks toward a common goal.”

IWCO Direct has been a leader in the adoption of digital inkjet technology. In August of 2011, it became the first company in the United States to install the Océ ColorStream[®] 3500. The company currently has six Océ ColorStream 3900 digital inkjet presses across its platform. When it installed its first ColorStream 3900, the company was the first to use Océ’s newly developed Premium Pigment ink solution. As part of its evaluation process, IWCO Direct executives traveled to Poing, Germany, to test the quality of the new premium ink on a variety of paper stocks to ensure the new ink would expand the color gamut by giving the printed sheet more tonality and more vibrant color saturation.

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“The Designer’s Guide to Inkjet” is available at mypressgo.com/content/inkjet-design-guide. This book will help designers gain a deeper understanding about the complexity, procedures and processes of inkjet. It will encourage both designers and printers to ask the right questions for the most effective use of inkjet.

About IWCO Direct

IWCO Direct (iwco.com) is one of the nation’s largest providers of direct marketing solutions. Earning customers’ trust by collaborating with North American marketers for more than 40 years, the company’s full range of direct mail services includes one of the industry’s most sophisticated postal logistics strategies. Guided by the “Power your Marketing™” approach, the company’s Proprietary Intelligence model encompasses data, strategy, creative, execution and analysis to inspire performance across all marketing channels. Through Mail-Gard®, IWCO Direct offers business continuity and disaster recovery services that provide peace of mind in case of a business interruption. The company is ISO/IEC 27001 Information Security Management System (ISMS) certified through BSI Group America Inc., 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.

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