

**Contacts**

Debora Haskel, 952-470-3295, debora.haskel@iwco.com  
Jeron Udean, 612-288-2414, jeronu@scgpr.com

**For Immediate Release****IWCO Direct Postal Expert Named Vice Chairman of the EMA Board of Directors**

Chanhausen, Minn. (October 17, 2018) — IWCO Direct, a leading provider of data-driven direct marketing solutions, announced that Kurt Ruppel, director of postal policy and marketing communications, has been named vice chairman of the EMA (formerly the Envelope Manufacturers Association) board of directors. Ruppel will serve a two-year term before transitioning to chairman.

EMA is the world's largest association devoted exclusively to the growth and prosperity of the envelope manufacturing and paper-based communications industry and the professionals who lead it forward. It is dedicated to the business activities of manufacturers and envelope printers, forms companies, packaging companies, market intermediaries and the suppliers that support these companies.

"Kurt was selected by our nominating committee because of the depth of his leadership in both postal issues and the importance we place in paper-based communications," explained EMA president and CEO Maynard Benjamin. "He is a leader that has great respect among all of us. I look forward to working more closely with him."

Ruppel has been a member of EMA for nearly 10 years. He has served on the board of directors for the past three years and is vice chair of its Postal Affairs Committee, representing the association on the Mailers' Technical Advisory Committee (MTAC). A recognized expert on postal regulations, Ruppel has supported IWCO Direct's marketing and postal strategy efforts for more than 30 years. As a leader of the company's Education Center, he develops and conducts seminars on current postal regulations and postage rates for clients and employees. He also advises IWCO Direct's Creative Services team to ensure that direct mail packages designed for clients meet USPS specifications, and develops strategies to achieve in-home delivery targets and reduced postage.

"As a former EMA board member, I know what an important partner the association is in promoting the value of paper-based communications," stated Jim Andersen, IWCO Direct CEO. "EMA has named a true champion of direct mail as their vice chairman and Kurt will do a tremendous job in this role, not only for EMA but for our industry as a whole."

-more-

## **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 execution for omnichannel 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.

IWCO Direct is a wholly owned subsidiary of Steel Connect, Inc., a publicly traded diversified holding company (Nasdaq Global Select Market symbol "STCN"); Steel Connect, Inc. has two wholly owned subsidiaries, IWCO Direct and ModusLink Corporation. For more information, please visit [About Steel Connect, Inc.](#)

**-end-**