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For Immediate Release

IWCO Direct Honored with Awards for Safety and Creativity

Chanhassen, Minn. (April 30, 2019) – IWCO Direct, a leading provider of direct marketing solutions, announced three recent honors were awarded to its team members, underscoring their accomplishments in creative design and commitment to safety.

Printing Industry Midwest Creative Professional of the Year: Laura Karels

IWCO Direct senior designer Laura Karels was recognized with the first annual Creative Professional of the Year Award at the Printing Industry Midwest's 2019 Star Awards, held April 25 at the Hyatt Regency Hotel in Minneapolis. Nominees were evaluated on their use of creative talents to create or enhance print communications materials and ability to interpret customer instructions to effectively meet their needs. Judging criteria also included their efforts to engage staff to ensure an efficient production process, as well as testimonials from leadership, clients, or colleagues. Karels' creative talents, thirst for learning, and ability to create more personalized direct mail by optimizing data and technology played a significant role in her selection for this prestigious award.

"Along with her creative talents, everyone recognizes and appreciates the great attitude Laura brings to work every day," said Jim Andersen, CEO of IWCO Direct. "She brings a passion for the graphic arts and a commitment to mentoring co-workers so that all of our clients benefit from her perspective."

Governor's Safety Award for Meritorious Achievement

IWCO Direct will once again be honored by the Minnesota Safety Council with a Meritorious Achievement Award at the 85th Annual Governor's Safety Awards Luncheon on May 8. IWCO Direct was judged on several years of injury data as it compares with national statistics for its industry and progress in implementing a comprehensive safety program. The Meritorious Achievement Award recognizes companies with incident rates that are better than the industry average for at least three years, and score between 50 and 74 on a 100-point safety program evaluation scale.

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EMA Industry Safety Leader Award

IWCO Direct was also presented with a 2018 Industry Safety Leader Award on April 12 from the EMA during the EMA 2019 Spring Meeting in Tucson, Ariz. The Industry Safety Leader award recognizes companies with a Lost Time Case Incident Rate (a combination of injuries and illnesses) of 1.5 or below.

"These awards are a powerful testament to the expertise of IWCO Direct's employees," continued Andersen. "The recognitions for creativity and safety show once again how our team members are committed to helping our clients succeed by working creatively and collaboratively in a safe environment."

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.

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