

**Contacts**

Debora Haskel, 952-470-3295, debora.haskel@iwco.com

Jeron Udean, 612-288-2414, jeronu@scgpr.com

**For Immediate Release**

## **IWCO Direct's Director of Postal Affairs Elected as New MTAC Industry Vice Chair**

Chanhausen, Minn. (September 18, 2019) – IWCO Direct, a leading provider of data-driven direct marketing solutions, announced Bob Rosser, its Director of Postal Affairs, has been appointed Industry Vice Chair of the Postmaster General's Mailers' Technical Advisory Committee (MTAC). Rosser was elected to the position at a recent MTAC meeting and will serve in the role through the end of 2020, when he will become MTAC Industry Chair through the end of 2023.

MTAC is a venue for the United States Postal Service (USPS) to share technical information with mailers, and to receive their advice and recommendations on matters concerning mail-related products and services. MTAC works for the mutual benefit of mailing industry stakeholders and the Postal Service to enhance customer value and expand the use of these products and services. In his new role with MTAC, Rosser aims to focus on keeping the mail channel affordable and providing consistent and predictable mail delivery service. He brings 38 years of experience to his role, during which he has worked with all classes of mailers, and all departments of the USPS, Postal Regulatory Commission, USPS Office of Inspector General, and many trade associations.

Rosser has been with IWCO Direct since 2004, adding to the company's extensive postal expertise. In addition to its work with MTAC, the company is also involved with APTech, EMA, and PostCom. IWCO Direct works closely with its clients to develop postal strategies that make the most effective use of their mailing budgets and provide more precise in-home delivery dates. The company pioneered the practice of integrated commingling in 1995 and has continued to innovate with optimization techniques like density-driven regional commingling and preparing mail for walk-sequence carrier route discounts.

"IWCO Direct believes it's important to be an advocate for the mailing industry and to help ensure the Postal Service's long-term health by helping it adapt to change," said Jim Andersen, executive chairman of IWCO Direct. "Bob has dedicated his entire career to mail, and he will be a great champion for members of MTAC, its member associations, and mailing industry stakeholders as he focuses on helping to create a stronger Postal Service."

**-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-**