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For Immediate Release

IWCO Direct's Executive Vice President Steve Myrvold Elected to 2020 APTEch Board of Directors

Industry advocacy group supports creators and innovators to advance the future of print

Chanhausen, Minn. (October 8, 2019) – IWCO Direct, a leading provider of data-driven direct marketing solutions, announced its Executive Vice President of Operations and Customer Experience, Steve Myrvold, has been elected to the 2020 Board of Directors for the Association for PRINT Technologies (APTEch). The election was held at APTEch's annual member meeting during the recent PRINT 19 event in Chicago. Myrvold's term on the board runs through the end of 2022.

APTEch is a purpose-driven organization dedicated to supporting the entire printing value chain, offering resources including research, business development, education, events, and governmental representation to its members. The APTEch Board is composed of representatives from all aspects of the print industry value chain, including manufacturers, suppliers, and print service providers.

Myrvold is a long-term member of the IWCO Direct management team and has held leadership roles in the direct marketing industry, including serving as both Chairman and Vice Chairman of the Technical Committee at the EMA (formerly the Envelope Manufacturers Association). Through his evaluation and adoption of new technologies that allow print to bring unparalleled value to marketers, he has been instrumental in the transformation of IWCO Direct into a leading provider of data-driven direct marketing solutions. In turn, this provides IWCO Direct clients new opportunities to achieve success for their brands across all channels.

"IWCO Direct strongly believes in the importance of advocacy for our industry and encourages our employees to take leadership roles with influential organizations that support it," said Jim Andersen, executive chairman of IWCO Direct. "Steve will be an exceptional asset for APTEch's Board of Directors, as he shares his unique insights, keen understanding of the power of print in omnichannel programs, and what is required to drive our industry forward."

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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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