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**For Immediate Release**

## IWCO Direct Introduces C-Stream<sup>SM</sup> and Revive<sup>SM</sup> Promotional Card Substrates for Sustainable Direct Mail

**Chanhassen, Minn. (December 3, 2019)** – IWCO Direct, a leading provider of data-driven direct marketing solutions, announced the introduction of C-Stream<sup>SM</sup> and Revive<sup>SM</sup>, two innovative substrates for producing plastic cards for sustainable direct mail campaigns. The substrates will be available for full production beginning in January 2020.

Using these recycled and recyclable materials for promotional cards can facilitate a reduction in the amount of waste destined for landfills, making them exemplary options for marketers concerned with their environmental footprint. Revive is a recycled PETG product that uses a blend of printed and non-printed scrap from the medical thermoforming industry that cannot be reused in medical-grade products. It contains a minimum of 70% recycled content and can be recycled in curbside collection systems, where available. C-Stream is a recycled PVC product that is produced within a closed-loop recycling program, resulting in any waste materials being reused for new printing substrate or sold to other recyclers. It contains up to 70% recycled content.

Both C-Stream and Revive have been developed specifically for use in the production of plastic promotional cards. They have undergone rigorous quality testing in IWCO Direct's facilities to ensure they exceed the company's exacting standards. Both have proven performance in many of the enhancements seen on plastic cards, including printing, die cutting, embossing, foil stamping, and drop-on-demand (DOD) personalization.

"Using plastic promotional cards in your mailpiece can significantly increase return on marketing investment (ROMI)," said Jim Andersen, executive chairman of IWCO Direct. "Now this can be achieved with less environmental impact. These innovative products pave a new path in plastic card production sustainability, and their launch would not be possible without the continuous support and partnership of our plastics supplier, GOEX."

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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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