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For Immediate Release**IWCO Direct Vice President Rick Neumann
Elected to APTEch Board of Directors**

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

Chanhassen, Minn. (January 5, 2021) – IWCO Direct, a leading provider of data-driven direct marketing solutions, announced its Vice President of Minnesota Operations, Rick Neumann, has been elected to the 2021 Board of Directors for the Association for PRINT Technologies (APTEch). The election was held during APTEch's annual member meeting on December 17. Neumann's term on the board runs through the end of 2023.

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.

Neumann brings more than three decades of experience to his role on the APTEch Board. His extraordinary ability to understand workflow and systems, combined with his Lean Six Sigma Black Belt, are the foundation of his success in leading IWCO Direct's Minnesota operations team to drive quality and improve labor utilization while reducing production cycle time. His engaging leadership approach based on helping people leverage their strengths, has been instrumental in maintaining IWCO Direct's role as a leading provider of data-driven direct marketing solutions, which provide IWCO Direct clients with new opportunities to achieve success for their brands across all channels.

"We are enthused to have a great group of new industry leaders, including Rick, to guide APTEch. There is no better time for our industry than right now, and we appreciate Rick sharing his innovative mindset for the benefit of the industry," said Thayer Long, President of APTEch.

"As a leader in data-driven direct marketing solutions, it's important for IWCO Direct to advocate for the invaluable role print communications plays in today's omnichannel marketing environment," said John Ashe, CEO of IWCO Direct. "Rick offers tremendous knowledge and experience to the APTEch Board and its members. His expertise

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in the technologies that are required to merge offline and online data-driven strategies that deliver powerful marketing results will have a tremendous impact on the organization and our industry.”

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.](#)

About the Association for PRINT Technologies (APTech)

APTech provides a forum to inspire the development of new and valuable print products. We educate, provide market research, and foster collaboration between those who create and those who make. We are the industry association that is focused entirely on the future of print. Our members are the creative minds that love to innovate, and the leaders who stand ready to build the future. We facilitate the evolution of physical experiences in our increasingly digital lives. For complete information about the association, its programs, and its member companies, visit <https://printtechnologies.org/>.

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