



## ***Company Fact Sheet***

### **About The Company**

IWCO Direct is transforming the way businesses approach direct marketing, providing integrated services that add focus, speed and value to direct mail campaigns. IWCO Direct is a single-source for powerfully targeted direct mail campaigns, offering integrated creative, printing, promotional cards, envelope printing and converting, mailing and logistics management services. We're exclusively focused on direct marketing with more than 40 years of experience in producing all the components of a direct mail campaign. We deliver the bottom line with cost-effective technology and services, adding value to direct marketing campaigns through our vertical solution, focused expertise and efficient production technology.

### **Company History**

Privately-held IWCO Direct is headquartered in Chanhassen, MN. The company has served the needs of North American direct marketers for more than 40 years. IWCO Direct provides direct marketing like no one else by seamlessly integrating direct mail services, resulting in streamlined production for all components – printing, plastics, envelope conversion and mailing. IWCO Direct's industry experience and technology along with proprietary IWCO P.O.S.T. (Postal Optimization Strategy and Technologies) and RideShare™ commingling and logistics management programs deliver dramatic postage savings and faster time to market.

Originally founded in 1969 as Instant Services, Inc., the company installed its first web press in 1976 and became Instant Web, Inc., moving to Chanhassen, MN, 20 miles southwest of downtown Minneapolis. The company continued to grow and became The Instant Web Companies with the acquisition of United Mailing, Inc., in 1977, and Victory Envelope in 1981. In 1985, the company expanded 110 miles north in Little Falls, MN, and a year later moved into what is now one of the nation's largest and most advanced commercial lettershops.

IWCO Direct plays an active role in our communities by advocating for key issues such as transportation, education needs, and healthcare reform with local political leaders. Of particular importance to us is our support of the Minnesota Business Partnership youth mentoring program. We also work closely with industry partners, the U.S. Postal Service, and our Congressional representatives to build awareness of the mailing industry and the urgent need for comprehensive postal reform.

### **Mission Statement**

IWCO Direct is transforming the way marketers approach direct marketing by providing integrated manufacturing services that add focus, speed and value to direct mail campaigns. Our consultative approach with customers drives market solutions that result in our mutual profitability and growth. Our position as a market leader in integrated direct marketing services is achieved through innovation and partnerships with our employees, customers, and suppliers.

## **Philosophy & Values**

IWCO Direct does direct marketing like no one else by:

- Institutionalizing customer focus to provide unparalleled service and innovation.
- Delivering a total package solution focused on project management rather than transaction-based production of commodity products.
- Driving response and ROI with our industry-leading postal strategy, commingling expertise, equipment, technology and systems that deliver maximum postage savings and faster time to market.
- Offering clients an extraordinary suite of direct mail services and capabilities accessible with one phone call.

## **Direct Mail Services**

**Printing.** IWCO Direct is a leading high-volume printer, offering promotional products in a variety of formats including forms, direct mail brochures, flyers and inserts for full-scale direct marketing programs. Our pressrooms features a large variety of high-speed heat set and UV presses with inline finishing and numerous cutoff options, along with high-speed sheeting, fan-folding and roll-to-roll capabilities.

Promotional plastic products can be printed in 1-8 colors and in thicknesses ranging from 10-30 mils. Standard CR80 (credit card) size and custom sizes are available.

Our fully equipped bindery areas offer guillotine cutters, folders and affixing equipment.

**Automated Marketing Programs.** Developed for specialized direct mail initiatives that depend on relevant and timely communication such as trigger mail, loyalty management programs, and event marketing, AMP™ brings automation and efficiencies to direct marketing campaign planning, strategy and management. Combined with IWCO Direct's high-volume direct mail capabilities and cost saving postal optimization strategies, AMP is the high impact way to target offers for greater response.

**Envelope.** IWCO Direct offers the finest in envelope printing and converting technologies. Formats include an array of specialized envelope products such as perforations, zip strips, pull-tabs and fragrance strips. Enhanced die-cutting capabilities also provide an endless assortment of creative window configurations. The converting department has an array of web and blank flexo machines that create an envelope efficiently with the exact paper thickness.

**Mailing.** IWCO Direct's data processing and imaging capabilities can meet the most demanding requirements of high-volume personalization programs. IWCO Direct has become one of the nation's largest, most proficient commercial lettershop facilities with high-speed equipment that produces direct-mail programs at record volumes, efficiency and effectiveness.

IWCO Direct uses the fastest and most powerful printers available for advanced function printing and personalization. IWCO Direct was a pioneer in developing the equipment and technology to sort and commingle multiple customer lists into a single mail stream. This service is called IWCO P.O.S.T. (Postal Optimization Strategy and Technologies). It offers opportunities to achieve the best possible postage rates anywhere. In addition, through the RideShare™ program, IWCO Direct coordinates mail for destination entry discounts with even greater postage savings.

IWCO Direct coordinates each mail program in order to assure the best possible entry point of the mail. Timeliness of each project into the mail stream enhances IWCO Direct's predictability of in-home mail dates. IWCO Direct also analyzes each mailing for a specific time period and determines the most cost-effective transportation to Bulk Mail Centers (BMCs) and Sectional Center Facilities (SCFs). Maximum discounts are guaranteed to each customer.