

IWCO Direct Terminology Guide

PAPER TERMINOLOGY

Basis weight:	Weight of a ream of paper in basic size for the class (a.k.a. substance).
Bond paper:	A strong durable paper used to manufacture business documents. It is characterized by good printing, folding, and perforating properties.
Calender:	To smooth a paper's surface by pressing and pulling through rollers.
Caliper:	Measurement of paper thickness, in 1/1000th of an inch.
Cast-coated paper:	Paper given a high gloss by pressing its surface against a polished, hot metal drum while the coating is still wet.
Coated papers:	Paper with a coating of clay or other minerals to enhance reflectivity and ink holdout; can come in gloss, dull, or matte finishes.
Cover paper:	A thick, heavyweight stock used particularly for cover of folders, brochures, etc. It is also used for materials such as menus and posters.
C1S:	Coated 1 side (this type of coated paper is preferred for envelope conversion).
C2S:	Coated 2 sides.
Dull-coated paper: (semi-gloss)	Coated paper exhibiting low gloss and high ink holdout: generally has undergone the supercalendering process.
Felt side:	Top side of the paper as it forms on the wire of a Fourdrinier machine.
Fillers:	Minerals added to pulp mixture to improve the paper's printability and opacity.
Formation:	Characteristic of paper referring to the distribution of fibers as perceived when the sheet is lighted from behind; good formation means fibers appear uniform, poor formation means they appear in clumps.
Fourdrinier wire:	Wire mesh screen on paper making machine that carries the pulp mixture while it begins to form paper.
Free sheet (fine) paper:	Paper made from cooked wood fibers mixed with chemicals and washed free of impurities.
Gloss paper:	Paper with a coating that reflects light well (aka enamel paper).
Grain:	The predominant alignment of fibers in paper, corresponding to the direction in which the paper flows on the papermaking machine. (With the grain: parallel to the predominant direction of fibers. Against the grain: perpendicular to the predominant direction of fibers.) Groundwood Paper made from pulp created from mechanically ground wood chips from which (coarse) paper: the lignin has not been removed.
High-bulk paper:	Paper made relatively thick compared to its basis weight, primarily used for pieces needing to meet minimum thickness requirements for the USPS.
Hundredweight:	100 lbs., abbreviated CWT, paper is priced by the hundredweight.
Ink holdout:	The ability of paper to keep ink on top of the sheet rather than absorbed into the sheet.
Kraft paper:	A strong stock, usually brown, made by cooking the pulp in alkaline chemicals. This stock is most often used for large envelopes, bags, and wrapping paper.
Like-sidedness:	Characteristic of paper with similar color and finish on both sides.
M weight:	Weight of 1000 sheets of paper in basic size for the class.

Matte paper:	Paper having a level, smooth coating exhibiting little or no gloss: generally coated but not calendered stocks.
MOCR bond paper:	A special grade of bond paper used primarily for checks and other MICR encoded (MICR/OCR) documents or for documents run through optical character readers. It is also strong, flexible, and resistant to tearing.
Moisture content:	Amount of moisture in paper.
Offset (book) paper:	One of the most frequently used papers for commercial printing. Internal/surface sizing makes it resistant to the moisture present in offset lithography.
Printability:	Subjective characteristic of paper indicating how well it performs on press.
Ream:	500 sheets of paper.
Sheeted paper:	Paper cut into sheets for use in sheetfed printing presses (can be grain long or grain short, indicating which dimension is parallel to the grain of the paper).
Sizing:	Compound added to paper to enhance moisture resistance and ink holdout.
Supercalender:	Process to add a high gloss finish to paper by passing it through a stack of alternating rollers of polished steel and compressed cotton.
Text paper:	Named because of the deeply textured look and feel of most papers in this class. Most often available in sheets. In other respects very similar to offset/book paper.
Tooth:	Rough surface of paper finishes such as antique or vellum.
Uncoated paper:	Papers on which the printing surface consists of the paper stock itself (e.g., not coated with clay) which may or may not have been surfaced sized.
Watermark:	Translucent design pressed into paper with a dandy roller while it is still wet.
Web paper:	A continuous roll of paper for use on web printing presses.
Wire side:	Bottom side of the paper that rests against the wire of a Fourdrinier machine.
Wove paper:	Bond stock with a somewhat smooth, slightly patterned finish often used in envelope manufacturing.

PREPRESS AND COLOR TERMINOLOGY

Additive color system:	A means of producing an image by combining red, green, and blue light. Examples of the use of additive color are television screens and computer monitors.
Archive:	To save files from a computer system for later retrieval. Archived files are often compressed to maximize storage space, and must be de-compressed prior to using.
Build-out of process:	To simulate a spot color using the four process colors, usually done if there are not sufficient units on the press to run an additional spot color.
Chroma:	One dimension used to describe color, noting the vividness, intensity or saturation of the color.
Cloning:	A technique used to exchange pixels from one area of a picture for pixels in another area. Example: A name badge could be removed from someone's lapel if an area of his or her clothing is copied and put in place of the badge in the picture. Using this technique, defects can be removed and objects can be added to the reproduction.
CMYK:	Abbreviation for the process colors Cyan, Magenta, Yellow, and Black.

Color separation:	Process of dividing colors of a continuous-tone color original by making separate digital files for each process color – cyan, magenta, yellow and black. The original image is reproduced by using separate printing plates for each color.
Compression:	Squeezing data in an electronic file to take up less storage space and therefore require less processing and transmission time.
Continuous-Tone Image:	Photographic image that shows a continuous density range between the lighter and darker areas – without screening dots.
Cool color:	Cool colors are generally in the blue or green range of the spectrum. Paper with a slight bluish cast is said to be cool.
Digital Soft Proof:	A color video monitor display of a picture file, data file, or text file.
Dot gain:	The phenomenon of dots and fine lines printing larger on paper than they appear in film or on the printing plate. Gain varies depending on type of paper and press. Also called Tone Value Increase (TVI).
DPI: (Dots Per Inch)	Measurement of input or output device resolution. A 300 dpi printer means 90,000 dots are printable in one square inch (300 x 300).
Duotone:	Photograph produced from two halftone negatives, usually in two different colors.
EPS: (Encapsulated PostScript)	A common variant of PostScript composed of a preview image and programming commands that describe the image. EPS files are completely resolution independent and can be scaled infinitely without any degradation of image quality.
Flat color:	See spot color.
Four-color process:	A printing method that reproduces a full-color image by over-printing screened separations for each of the process colors (cyan, magenta, yellow and black) using process color inks.
FPO: (For Position Only)	A designation used on hard copy and proofs to confirm that the copy indicated will not be part of the final printed product, but is shown only to indicated relative position. (Often used if letter text for personalization is supplied as part of the art file for a continuous form).
Halftone screening:	Primary technique used by printers to reproduce continuous-tone (photographic) images in which the image is broken down into a series of evenly spaced dots. The dots are bigger in darker areas and smaller in lighter areas. Also called AM screening.
Hard copy:	A printout of the contents of a disk, usually a black and white laser print.
Highlights:	Area of an image with the smallest printing dots or the least density. On a printed sheet, the area with minimum ink coverage.
Hue:	One dimension used to describe color, indicates the basic color group (blue, red, etc.)
Image trapping:	Creating an overlap between two or more printed colors to compensate for slight variances in press registration that could otherwise result in a gap of unprinted paper where the colors touch.
Imagesetter:	Device that uses digital information sent from the RIP station to create film. The plotter images film with laser light while film spins on a drum. (Film plotter)
JPG: (Joint Photographic Experts Group)	A file format that includes a compression scheme. This compression can result in loss of data and degradation of image quality.
Lightness:	One dimension used to describe color, measures how light or dark the color is.
Midtones:	Tonal values that fall midway between the highlight and shadow tones.

Moiré:	An undesirable pattern in halftones and screen tints made with improperly aligned screens.
OPI: (Open Prepress Interface)	Workflow feature, supported by IWCO Direct's RamPage RIPing system, in which low resolution images in page layout programs are automatically replaced by high resolution counterparts during the RIPing process. Similar to an option called Automatic Picture Replacement (APR).
Pantone Matching System (PMS):	The oldest and most commonly used color matching system in which each hue is assigned a 3 or 4 digit number for precise identification. As well as the standard PMS guide showing colors on both coated and uncoated stock, specialized guides are available showing metallic, fluorescent, pastel, and screened colors.
PDF: (Portable Document Format)	Variation of PostScript employing an object-oriented structural design incorporating vector, raster and text elements as objects. Provides increased portability across computer platforms. Allows users to view a fully formatted document without having the creation application or fonts on the users' system.
Pixel:	Abbreviation for picture element, consists of one "dot" of information stored electronically.
Platesetter:	Device that uses digital information sent from the RIP station to create printing plates. The plotter images the plate with laser light while the plate spins on a drum.
PostScript®:	De facto computer language standard in all electronic publishing. All text and graphics are treated as images – as described in mathematical outlines (both screen and printer). Text and graphics can be completely integrated on a page. Another advantage of PostScript is that it is device-independent, i.e., if you print a PostScript file on a 300 dpi LaserWriter, you will get 300 dpi output; on an imagesetter at 2540 dpi, you will get 2540 output.
PPI: (Pixels per inch)	Measurement of the amount of information stored electronically for an image.
Preflight:	Thoroughly analyzing electronic art files to discover incomplete or missing information and general output readiness.
Random (Scatter) Proof:	Proof of a single image that will become part of a larger page. Before color separations were done electronically, these proofs would be used to check the quality of the separation before the image was stripped into the final film.
Raster: (bitmapped images)	Used to depict continuous-tone (photographic) images. Images are described pixel by pixel. Raster images are not easily modified and use a lot of computer memory. However, they handle photographic detail very well and are can be easily exchanged across computer platforms. Vector images can be converted to raster but not vice-versa. Most images used in electronic publishing are raster images.
Registration:	The alignment of printed images. This becomes especially critical in four-color process printing when the four images (C/M/Y/K) must be in precise alignment to create the desired effect.
Resolution:	A quantification of print or image quality measured in dots per inch (dpi). The higher the resolution the more, smaller dots make up the image, making the image clearer and expressing more detail.
Ripping system: (Raster Image Processing)	Computer software that interprets page description language (such as station PostScript) and translates it to a raster format at the resolution required by a specific output device or imagesetter.
ROOM: (Rip Once, Output Many)	Workflow in which the same rasterized page file is used for all output devices.
Run around:	Type that is made to fit around a photo or other graphic.
Scanner:	A machine used to convert hard copy art into electronic files.

Screen ruling:	Number of rows of dots per inch in a screen used to create a halftone or tint. Also called line screen.
Screen tint:	An area of image printed with dots (most often of a flat color) so ink coverage is less than 100% simulating shading or a lighter color. Screen tints are usually described by the percentage of paper covered by ink.
Shadows:	Area of an image with the largest printing dots or the greatest density. On a printed sheet, the area with maximum ink coverage.
Spot color:	Ink of a single hue, for example, a particular Pantone color.
Stochastic Screening:	Alternative technique used by printers to reproduce continuous-tone (photographic) images in which the image is broken down into a series of equal sized dots. There are more dots placed in darker areas and fewer in lighter areas. Also called FM screening.
Subtractive Color System:	Means of producing an image using colorants and a reflective substrate. Uses cyan, magenta and yellow colorants to subtract portions of the white light illuminating an object to produce other colors.
TIF: (Tag Image File Format)	Most common format for exchange of graphic, raster files. Very useful for delivery of final files, but not easily editable. Graphic data can be in several different formats. The tag information describes the make-up of the file to your software, making TIF an excellent choice for file exchange.
Tint stripping:	see build out of process
Vector images:	Used primarily for line drawings. Most drawing software packages are vector. Images are a collection of geometric shapes. Vector images are easily modified and use little computer memory. They also don't handle photographic detail very well and are often difficult to exchange across computer platforms. Vector images can be converted to raster but not vice-versa. Most vector images are converted to raster for use in electronic publishing.
Warm colors:	Warm colors are in the yellow or red range of the spectrum. Paper with a slight yellowish cast is said to be warm.

PRINTING TERMINOLOGY

Bind-in/Blow-in:	Printed reply card designed to be bound or blown into a publication such as a magazine or catalog.
Duotone:	Image produced by overlaying halftone images in two different colors.
Four-color process:	Reproducing continuous tone color by overlaying halftone images in the three subtractive colors (cyan, magenta, yellow) plus black.
Halftone:	Continuous tone image broken into a series of variably-sized dots to allow reproduction with a printing press.
Heat-set press:	Press that uses a gas oven to dry inks that are formulated to evaporate quickly.
Litho ink:	Heavy-bodied, oil-based ink used in lithographic printing.
Lithography:	Printing method based on the repellence of oil and water, using a flat printing plate on which the ink-bearing areas are distinguished chemically from the non-ink-bearing areas.
Non-perfecting press:	Press that prints one side of the sheet at a time.
Offset printing:	Printing process in which the image is transferred (offset) twice, from printing plate to blanket and from blanket to paper.
Perfecting press:	Press that prints both side of the sheet at the same time.

Plow fold:	In-line folding method used on press to create folds parallel to the paper's travel through the press.
Spot color:	Reproducing color on press using inks formulated to a specific hue, usually used for areas of a single solid color (hence the name "spot").
UV press:	Press that uses ultra-violet light to cure inks that are formulated to harden when exposed to such light.
Web press:	Press that uses large rolls (webs) of paper rather than sheets.

ENVELOPE TERMINOLOGY

Blank-fed converting:	Manufacturing (folding and gluing) an envelope from a pre-cut blank.
Diagonal seam:	Envelope style in which the seams cross the back of the envelope diagonally.
Double side seam:	Envelope style with a rectangular back and small side seams, style most easily produced with web-fed converting (also known as a booklet envelope).
Envelope blank:	Flat sheet of paper cut to the proper size and shape to be folded into an envelope.
Flexo ink:	Light weight, water-based ink used in flexography.
Flexography:	Printing method in which the printed image is carried on the raised surface of a plate made of a flexible photopolymer, used for envelope printing because of the quick-drying nature of the inks used.
Glassine:	Paper-based material used for window patching.
Jet press:	Specialized lithographic press designed to print converted envelopes.
Litho/convert:	Envelope manufacturing process where the stock is printed on a commercial lithographic press, sheeted, die-cut to individual blanks, then converted as blanks.
Patch:	Clear material placed over envelope windows to protect the contents of the envelope.
Polystyrene:	Plastic material use for window patching.
Web-fed converting:	Manufacturing (folding and gluing) an envelope from a web of paper fed into the converting machine.
Zip-strip:	Die-cut perforated strip with a pull-tab end that can be used to open an envelope.

PROMOTIONAL PLASTICS TERMINOLOGY

Laminated card:	Plastic to which clear plastic laminate has been bonded to both surfaces to improve durability and appearance of the card. Laser panel: Roughened surface screen printed onto plastic cards to allow imaging by laser equipment.
Magnetic stripe:	Strip of magnetically recordable film foil-stamped to the back of a plastic card.
Matte:	Dull surface on a plastic card.
Polish:	Gloss surface on a plastic card.
PVC: (Polyvinyl Chloride)	Most common plastic stock used for manufacturing plastic cards.
Signature panel:	Foil stamped panel added to laminated plastic cards to allow the user to sign the card.
Styrene:	Alternative plastic stock used for lighter weight, non-embossed cards.
Surface-printed card:	Plastic to which varnish has been applied over the printed surface.

DATA PROCESSING TERMINOLOGY

ASCII: (American Standard Code for Information Interchange)	The coding format used most commonly in PCs.
Block:	Records are grouped together into blocks. A block is a specified quantity of records stored together between physical gaps. When the file is blocked the CPU can read in the entire block as a unit, speeding processing time. If records were not blocked, each record would be read in individually. The record layout should also indicate the block size (expressed as the total number of bytes in a block) or the blocking factor which is the number of records in a block.
Ditto Dump:	Print out of information contained on the tape. It is standard practice for most service centers is to print the first 50 records of a file on paper that is sent along with the tapes. This paper is frequently called greenbar even though it may arrive in bluebar, whitebar, pinkbar, etc. Standard ditto dumps have the record length and block size as automatic printout, as well as any header (label at the very start of the tape) information. If no ditto dump is supplied, the data center can produce one.
EBCDIC: (Extended Binary Coded Decimal Interchange Code)	The coding format used most commonly in mainframes.
Field:	Each record is made up of fields. A field is a specified number of characters reserved for a particular type of data (e.g., name, city, account number, etc.).
Record layout:	A field-by-field description of the data contained in the record. It will usually indicate field length, beginning and ending positions, and data format. Files received at the data center must be accompanied by a record layout.
Record:	Files are divided into records. A record is a collection of related data treated as a unit. All records on a file should be the same fixed length.

PERSONALIZATION TERMINOLOGY

AFP: (Advanced Function Printing)	A suite of printer software adding flexibility and centralization to LED printers. Includes rotated fonts and all-points-addressability.
APA: (All points Addressability)	The ability of a printing system to place any font or graphic at any point on the printed page.
Bitmap:	A pattern of dots that makes up a font character or graphic image.
Bold:	A font style in which the characters are made of wider, darker lines.
Character Set:	A collection of characters existing in a given font. Also, referred to as "pitch."
Condensed Type:	A version of a typeface in which the characters are narrower than normal.
Continuous forms:	Forms produced on a web press for use in a computer printer, allowing fill-in of variable information. Such forms often have pinfeeds on each side and are generally produced as rolls.
CPI: (Characters Per Inch)	The number of horizontal characters that will fit in one inch. Also referred to as pitch.
Extended Type:	A version of a typeface in which the characters are wider than normal. Also referred to a "expanded"
Family:	A Family is a set of fonts in one style, consisting of a set of common point sizes in medium, bold, italic, and bold italic.

Fixed Pitch Font:	A font in which the character widths are constant.
Italic:	A font style in which the characters slant forward.
Kerning:	The technique of varying space between characters to adjust for awkward spacing in some type styles.
LPI: (Lines Per Inch)	The number of vertical lines of text that fit in one inch.
Orientation:	The direction text prints on a page. Fonts can be rotated to print at various orientations, most commonly at 0°, 90°, 180° and 270°.
Page Segment:	A binary file containing a graphic image printable on an AFP printer.
Pitch:	See CPI.
Point size:	The height of a font as measured from its highest point to its lowest point. One point equals 1/72".
Print image file:	A magnetic computer tape containing data which has been recorded in a format to directly produce the imaging on the printer without any programming or reformatting required from the service center.
Print ready file:	A magnetic computer tape containing data, which has been recorded to be accessed by the print program written by the service center.
Proportional font:	A font in which the character widths vary by character.
Serif/Sans Serif:	Serifs are tiny "feet" that extend from the tips of font characters.
Style:	The style of a font is its design.
Typeface:	All type of a single design.
Weight:	Weight refers to the heaviness of the font characters, as in medium and bold.

INSERTING TERMINOLOGY

BRE: (Business Reply Envelope)	The envelope included inside the mailing piece for use by the recipient in mailing back their response to the promotion.
Closed Face Envelope:	Envelope without a window, usually personalized and matched to a personalized letter or return card during inserting.
Component:	Any piece of material added (inserted) into mail piece, e.g., letter, BRC, BRE.
Flaps:	Closure piece of the envelope, usually containing the glue strip.
Front/Back:	Front is the window-side of the OSE, back is the side opposite the window (usually where the envelope is sealed shut).
In-line:	Addition of processes to another mechanical process, i.e.: Stamping the OSE in-line with inserting would mean the stamp affixer is placed on the inserter, not run separately.
Inserter:	Machine which pulls components from feeders on to belt-driven assembly which culminates in those pieces being inserted into an envelope.
Match Package Inserting:	Process of inserting at least two pieces that are personalized and therefore, must be maintained throughout the inserting processes in a specific sequence.
Order of Insertion:	Order in which each component will be inserted, i.e., letter facing the front of the envelope, then the BRE facing the back of the envelope, then the brochure facing the back of the envelope.
OSE: (OutSide Envelope)	The envelope into which all other components are inserted.

Pre-Inserting:	Process of inserting components into an envelope in one pass, then inserting additional components during a second pass through the inserter. The purpose of inserting in two or more passes would be to increase the number of components inside the mailing piece beyond the number of feeders available on a single pass through the inserter.
Pre-Nesting:	Process of nesting components (often buckslips) under the flap of a BRE or inside a folded letter or brochure to allow them to become a single component for final pass insertion. The purpose of nesting components would be to increase the number of components inside the mailing piece beyond the number of feeders available on a single pass through the inserter.
Station:	Single element of the inserting machine.
Window Envelope:	Envelope with a die cut window through which the name and address is visible (the window may or may not be patched with film).

POSTAL TERMINOLOGY AND ACRONYMS

ADC: (Area Distribution Center)	Mail processing facility that receives and distributes mail for specific zip codes.
Address directionals:	Direction indicators on the street address, for example: 1 Oak St NW, 7 Park Rd E
Address lines:	Individual fields used for mail delivery, for example: Apartment 1 (Address line 1) 234 Colfax Ave. (Address line 2) Madison WI 57414 (Address line 3)
Address standardization:	Cleans and standardizes address information according to USPS standards, originally used to make a more favorable impression on recipients of mailing pieces, by changing inconsistent abbreviations or spelling errors.
Ancillary Service	Specific verbiage placed on a mail piece to request additional services such as forwarding, return-to-sender or notification of address changes.
Endorsements:	
ASF: (Auxiliary Service Facility)	Mail processing facility that supports a BMC by handling mail for a portion of the BMC service area.
Automation discounts:	Adjustment to the postage rates being charged on mail pieces, determined by the OSE's physical attributes (length, width, color and art placement) and the accuracy of the mailing address for entrance into the automation systems of the USPS.
BMC: (Bulk Mail Center)	Mail processing facility that handles mail for a several state region.
BMEU: (Bulk Mail Entry Unit)	Postal facility where mailers present bulk mail for acceptance.
BOG: (Board of Governors)	The board of directors of the US Postal Service.
BRM: (Business Reply Mail)	A return mail piece for which the mailer, not the customer, pays the postage. Postage is charged only on those reply envelopes or cards that are actually sent back, not for the ones that are not used.
CAPS: (Centralized Automated Payment System)	A system allowing a mailer to establish a single national account to fund mailings from any part of the country.
Carrier Route (CRRT):	A territory of street numbers assigned to a specific mail carrier.

CASS: (Coding Accuracy Support System)	USPS certification program for software that verifies or appends delivery point codes, ZIP+4 codes, 5-digit ZIP codes and carrier route information. Also, a common term for the certificate produced when enhancing a mailing list using CASS certified software.
Commingle:	Combine multiple streams of mail into a single stream to achieve improved tier qualification and lower postage rates.
CRM: (Courtesy Reply Mail)	A return mail piece that provides the customer the convenience of an addressed envelope or card but requires the customer to affix postage.
DBCS: (Delivery-point Bar Code Sorters)	Equipment that scans and sorts prebarcoded mail.
DDU: (Destination Delivery Unit)	A local post office.
Delivery point barcode:	A complete barcode including two full bars framing the code, the 9-digit ZIP+4 code, the last two numerals within the street address, and a final "correction character" or check digit which allows the machine to check it's reading of the number.
DMM: (Domestic Mail Manual)	USPS book of rules and regulations for postal services within the United States.
DMU: (Detached Mail Unit)	Postal operation, on site at a mailer's facility, where postal employees accept, verify and dispatch mail. ECR: USPS acronym for Enhanced Carrier Route.
FIM: (Facing Identification Mark)	Markings placed on reply mail so scanning equipment can identify the type of reply mail it is.
IMM: (International Mail Manual)	USPS book of rules and regulations for postal services between the United States and other countries.
Indicia:	Preprinted statement of postage payment on the mail piece. Also called permit imprint.
LOT: (Line of Travel)	The order a mail carrier delivers her/his route, the required sequencing for non-automated carrier route mail.
MERLIN: (Mailing Evaluation, Readability Lookup Instrument)	Device used to verify eligibility of mail for automation discounts.
NCOA:	Process of comparing addresses from a mail file to the USPS maintained file of (National Change of Address) movers over the past three years and updating the mail file as necessary.
Optional Procedure:	Method of accepting mail relying on mailer supplied documentation for verification rather than weighing the mail in bulk.
PMG: (Postmaster General)	Chief executive officer of the US Postal Service.
PostalOne!:	USPS program for electronic transfer of information between mailers and the USPS. IWCO Direct was a beta test site for this program.
Postal Presort:	Software program that orders and groups mail for more efficient handling by the Postal Service.
Postnet: (Postal Numeric Encoding Technique)	The USPS' chosen barcode symbology, a series of tall (full) and short (half) bars vertical bars printed on the mail piece.
PRC: (Postal Rate Commission)	Independent government agency that regulates postage rates and classification.
Pre-barcoding:	Postnet barcodes applied to mail pieces by the mailer before entry into the postal system.
QBRM: (Qualified Business Reply Mail)	Business reply mail meeting all automation and accounting requirements for the lowest postal rates.
RideShare™:	IWCO Direct proprietary mail consolidation and transportation program designed to

reduce postage costs and improve delivery of Standard mail.

SCF: Mail processing center handling mail for one or more 3-digit Zip code areas.
(Sectional Center Facility)

ZIP: USPS acronym for Zoning Improvement Plan.

DIRECT MARKETING ACADEMY

Our Direct Marketing Academy was founded in 1999 with a focus on providing customers and staff with a technical understanding of printing, envelope manufacturing, data processing, mail preparation and US Postal Service regulations. While the Academy's original focus was technical in nature, the curriculum has been expanded to include regulatory issues such as privacy and confidentiality that impact today's marketers.

Ten years ago, most of our customers had a graphic arts or mailing background. Today, customers handling production are just as likely to have backgrounds in marketing, procurement, and strategic sourcing. Through the Academy, we assist both customers and our own staff in broadening their knowledge of direct mail production.

Classes are held on the IWCO Direct campus where you can see – firsthand – print, envelope, and mailing production equipment in action. Classes can also be held at your site. Classes at your site use videos and photos to explain equipment and processes. This offers a great way to involve a large number of individuals across many departments and disciplines - with no travel time or expense.

Since 1999, the Academy has provided training for more than 170 individuals from more than 35 IWCO Direct clients. While other companies may provide training in limited disciplines or special seminars that are positioned as educational, no other company provides an integrated direct mail services program that covers all aspects of production.

IWCO Direct's instructor is 25-year IWCO Direct veteran Kurt Ruppel, marketing services manager for IWCO Direct and "dean" of the Direct Marketing Academy. He is a certified instructor in the GRACoL (General Requirements for Applications in Communications in Commercial Offset Lithography) program – an educational outreach of IDEAlliance. Kurt is also an active member of the Association for Postal Commerce (PostCom).