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Imagine! Print Solutions Launches New Mailing Services

October 19, 2011



MINNEAPOLIS—Oct. 19, 2011—Imagine! is pleased to announce it has established itself as a USPS Business Class Mailer, effective immediately. This new capability, combined with the company's ability to produce a highly personalized printed product and its high-quality inkjet addressing and inserting, gives Imagine! significant mailing capabilities.

Imagine! not only can execute mailing programs, but has now set itself apart by helping customers market and test their mailing strategies. Its direction is to partner with customers on offers, creative design options and effective list purchases to drive response rates and increase customers' sales. This unique approach distinguishes Imagine! as the "go-to" company for print-to-mail programs.

"Our mailing capabilities have been well received by our customers," states company Founder and President Bob Lothenbach. "We have always added services that enable our customers to simplify their supply chain and produce their work under one roof, and will continue to do so. We had seen an increased need for a comprehensive solution, which included mailing. Mailing services complement Imagine!'s print services perfectly and enable a truly seamless workflow to our clients."

In addition to investing in equipment, Imagine! has hired several mailing specialists in senior management roles, account management, data services and operations to provide customers with the knowledge and expertise for each campaign to be a success. These new additions (with over a century of experience) will ensure that each project is executed flawlessly.

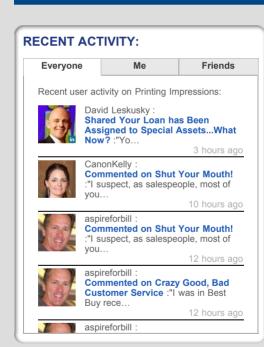
From a production standpoint, Imagine! has purchased MCS Eagle UV inkjet equipment to lead its mailing department. The Eagle is capable of addressing 4.25" of copy at up to 30,000 per hour on many different substrates. In addition, the firm has purchased peripheral inserting equipment and a host of software solutions to prepare postage statements and sort lists effectively. Imagine! now has one of the most complete printing, diecutting and gluing capabilities of any printer providing these services.

About Imagine!

Imagine! Print Solutions 🗐 has more than 750 employees and celebrated its 23rd anniversary in April, 2011. Imagine! is a \$157 million company serving seven national print segments: point-of-purchase, packaging, UV print, commercial, flexography, digital and screen print. Imagine! sets the pace in its core markets for service, capacity, flexibility and on-time delivery. Imagine!'s capabilities and services include: temporary and permanent display design; folding carton design; electronic pre-press; one- to seven-color sheetfed and UV printing; one- to 10-color flexography; complete finishing and carton converting; kitting and fulfillment and fully integrated eCommerce services—including on-line product ordering, inventory reporting and job tracking tools.

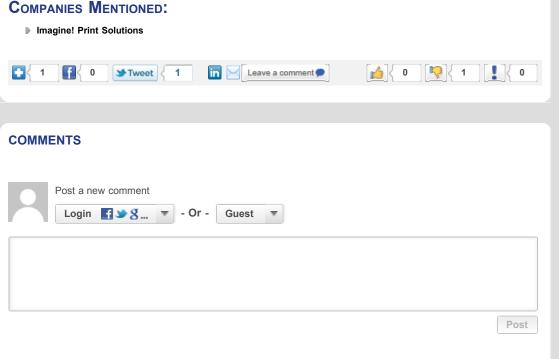
Source: Imagine!









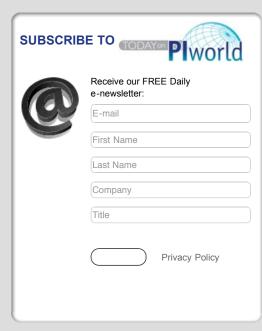




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