



JAPS-OLSON COMPANY

EXPANDS ITS DIRECT MAIL CAPABILITIES



October 15, 2012

Minneapolis – Japs-Olson Company one of the country's leading commercial printing and direct mail production companies, has dramatically expanded its direct mail commingling and mail tracking capabilities. The expansion is part of the company's postal logistics program designed to help clients reduce their postage costs and improve mail delivery.

Japs-Olson's commingling postal optimization platform automatically combines multiple direct mail streams into a single mail stream to provide the best postal savings. "Postage is the single largest cost of any direct mail program and our clients expect us to manage these costs in the most effective manner possible," said Japs-Olson's CEO Mike Beddor.

"Our expanded postal optimization program will enable more clients to enjoy greater postal savings with greater saturation, enhanced speed-to-market and in-home delivery. We continue to improve our systems in order to track client mail through the postal system to the point of delivery."

An industry leader in providing print, imaging and postal logistics for the direct marketing community, Japs-Olson works closely with the United States Postal Service to ensure that direct mail formats qualify for optimal postal savings and efficiencies. The company also has an on-site post office.

About Japs-Olson Company

Japs-Olson Company, founded in 1907, has been at the forefront of the commercial printing and direct mail production industry for over 100 years. Based in Minneapolis, it is one of the nation's 10 largest commercial printing and direct mail production firms thanks to its highly skilled work force and ongoing investment in equipment and technology. Japs-Olson is a registered ISO 9001:2008 company, a charter member of the PIM Great Printer Environmental Initiative, and holds the Forest Stewardship Council Certification.

For more information, visit the web site at www.japsolson.com or call **800-548-2897**.

