



PRESS RELEASE

FOR IMMEDIATE RELEASE

TAYLOR SHOWCASES “YOU-NIQUENESS” AT THE DIRECT MARKETING ASSOCIATION’S 2010 CONFERENCE

Taylor, one of the 10 largest personalized marketing solutions providers in North America, will be exhibiting at the Direct Marketing Association’s Conference & Exhibition, taking place in San Francisco October 9-14. With representation from seven of its 80 subsidiaries, Taylor is debuting **an innovative, new-to-market *Personalized Direct Motion Mail* product that allows lenticular technology to be applied to direct mail without sacrificing customization.**

“Never before have marketers been able to deliver this type of dynamic graphics that includes variable data personalization and lenticular animation – two techniques that have been proven to deliver higher response rates,” says Dan Hirsch, Product Manager for IGH Solutions, Inc., a Taylor company. **“Now we can incorporate eye-catching motion effects combined with a level of personalization that wasn’t possible before to produce lenticular cards in large-scale quantities, which is ideal for direct marketers.”**

Lenticular is the combination of two or more images viewed with a special lens to create a desired animated effect. Images are interlaced or combined and then placed under a specially designed lens. Due to the optics of the lens, your eye is forced to see only a very small area of the image at a certain viewing angle. As you or the printed piece moves, the viewing angle changes and the lens reveals other areas of the image, achieving the transformation effect.

“Imagine the power of a promotion where each piece is personalized with the recipient’s name inserted as part of the lenticular motion effect; where names appear and disappear, spin, fly, or dissolve, all as a part of the creative concept to capture the recipient’s attention and boost response rates,” continues Hirsch. **“The goal for direct marketers is to connect with consumers and get their marketing message seen and heard. Our new *Personalized Direct Motion Mail* offering won’t get lost in mailbox clutter.”**

Taylor, one of the largest privately held companies in the United States, provides innovative products, technologies and services that focus on the evolving needs – personal and business – of more than half of the Fortune 500 companies and millions of small businesses and consumers around the world.

Visit Taylor at DMA Booth #910 in San Francisco at the Moscone Convention Center on October 10-12, or at one of the websites listed below:

Taylor
www.TaylorDMA.com

Corporate Graphics Direct Marketing Solutions
www.cgdms.com

IGH Solutions, Inc.
www.ighsolutions.com

Curtis 1000

www.curtis1000.com

Corporate Graphics International

www.cgintl.com

Corporate Graphics Commercial Print Group

www.corpgraph.com

Progressive Impressions International

www.whateverittakes.com

NowDocs

www.nowdocs.com

For additional information about IGH Solutions' *Personalized Direct Motion Mail* or to inquire about participation in a pilot program, please contact Dan Hirsch at DSHirsch@ighsolutions.com.

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