



FOR IMMEDIATE RELEASE

***Pii* Expands Production Capacity with Investment in Canon Océ ColorStream 3900z**

Bloomington, IL – January 23, 2017 – Progressive Impressions International (*pii*) – one of the nation’s largest full-service direct marketing providers – today announced the recent expansion of its digital printing platform with the installation of an additional Canon Océ ColorStream 3900z. This latest investment in market-leading digital inkjet technology follows an installation of the revolutionary Océ VarioPrint i300.

“Running our new Canon equipment in parallel allows us to offer our clients more capacity to produce complex messaging in direct mail packages and critical customer communications — taking advantage of clean-sheet manufacturing, which eliminates the need for inventory,” explained Tim Henning, *pii* General Manager. “To give you an idea of how much additional capacity we now have: the 3900z alone can support monthly print volumes up to 56 million letter-size impressions per month.”

The Océ ColorStream equipment addresses a wide range of applications such as transaction, TransPromo, direct mail and more. Impressions can be printed in one to four colors using Premium Pigment ink, which achieves dazzling image quality with very low ink consumption, according to Canon Solutions America.

“As a data-driven customer engagement company, *pii* has been pioneering innovative personalization methods for more than 20 years,” said Jamie Huff, *pii* President. “Industry experts consistently find that increased personalization – from segmentation to hyper-personalization – increases response rates up to four times more than static campaigns.”

Another solution added during this recent installation was the ability to “read & perforate” in real time. Henning said, “The Technau TC 1550 PLUS series operates in line with our high-speed digital printing system, adding maximum flexibility for dynamic horizontal and vertical perforations. It’s just another way we are expanding our capabilities to meet our clients’ needs and offer world-class design options for their direct marketing programs.”

About *pii*

Since 1993, Progressive Impressions International (*pii*) has been providing direct mail marketing with personalization for leading companies in insurance, financial services, healthcare and automotive. As one

of the largest full-service direct marketing service providers, **pii** builds integrated solutions that bring together the best of data segmentation techniques, applied through various communication channels and made available to distributed sales forces via an easy-to-use Web-based tool called Conductor. **Pii** solutions help companies achieve maximum marketing ROI. Digital print with variable content and personalization is a core competency for **pii**. In addition, **pii** offers a full range of commercial and specialty printing services. For more information, visit www.whateverittakes.com.