



pii Wins Six Top Industry Honors for Exceptional Marketing and Creative Work *pii recognized for its client work by the Benny, Aster and Communicator Awards*

Bloomington, Ill. (October 19, 2015) – Progressive Impressions International (pii), one of the largest full-service direct marketing service providers, recently received a combined six awards from the Printing Industries of America's Benny Awards, the Aster Awards and the Communicator Awards in recognition of its exemplary work in the printing, marketing and creative industries.

This recognition builds upon pii's award-winning work in previous years, including a combined three industry awards in 2014 and five awards in 2013.

"Our clients rely on us for our unexpected, out-of-the box ideas and trust that our execution will accomplish their business goals," said Jamie Huff, president of pii. "We have a long track record of award-winning work for our clients, and these six recent industry awards are further evidence of our data- and results-driven creative approach. We are proud of this recognition and look forward to continuing to push ourselves and do whatever it takes for our clients."

Among the recognition that pii received on behalf of its clients was a Benny Award in the Customized, Personalized, Variable-Data Digital Printing Category. Of the more than 2,400 entries received worldwide, pii was selected as the highest standard in the category. This was awarded to pii for work on a national automobile client's Welcome Kit Program, which was sent to its new customers nationwide. The weekly four touch program used 70 data variables that change on each piece and over 600 variable images that can be used depending on purchase history data. The Benny awards are presented by the Printing Industries of America during the Premier Print Awards Gala to the most outstanding piece in a category. 2015 marked the 66th year of the international Premier Print competition, known as the industry's most prestigious award honoring excellence in print.

Pii also received three Gold Aster Awards in the Calendar, Newsletter/External Series. Hosted by Marketing Healthcare Today Magazine and Creative Images, Inc., The Aster Awards is a national competition recognizing outstanding healthcare and medical marketing and advertising. The awards are based on each entry's creativity, layout, design, functionality, message effectiveness, production quality and overall appeal. Pii is a three-time Gold Aster Award recipient and its work was judged against nearly 3,000 entries from across the United States and internationally.

Pii was recognized by The Aster Awards for an annual calendar and newsletter for a local Colorado hospital. Designed and printed by pii, the fully customized calendar features important information about hospital services, key dates, inspirational quotes and photographs taken locally and around the world by the hospital's staff. Another repeat Aster Award winner for pii was on behalf of a Maryland-based hospital, which won an award for its postcard direct mail series emphasizing the importance of breast cancer awareness and early detection. Pii fully conceptualized and executed the creative postcard series for the hospital.

Finally, pii was presented with two Awards of Distinction, and consequently two Silver Communicator Awards from the Academy of Interactive & Visual Arts. Pii's winning work was a pamphlet recognizing everyday American heroes on behalf of a national insurance company client. The Communicator Awards is a leading international awards program honoring creative excellence for communication professionals in advertising, corporate communications and public relations work for print, video, interactive and audio.



About Progressive Impressions International (pii)

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

Pii operates in 11 countries and 22 states within the U.S. Pii is owned by Taylor Corporation. Pii-owned facilities include Bloomington, Ill., Lansing, Mich., Pompano Beach, Fla., Tianjin, China, Cebu City, Philippines and Chennai, India.

Media Contacts:

Zeno Group

Amanda McGuire

Amanda.McGuire@zenogroup.com

O: 312-755-5467