



PRESS RELEASE

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TAYLOR SHOWCASES “YOU-NIQUENESS” AT THE DIRECT MARKETING ASSOCIATION’S 2011 CONFERENCE

Boston, MA, October 26, 2011 – Taylor, one of the 10 largest personalized marketing solutions providers in North America, created buzz with its new offerings – digital gift cards and augmented reality, during the Direct Marketing Association Conference & Exhibition earlier this month. Expanding on its central “YOUUnique” theme, Taylor introduced the two innovative offerings highlighting how we help clients engage, differentiate, maximize, execute and express themselves through a variety of solutions.

Taylor is an industry expert in plastic gift and loyalty card production, leading the way with lenticular printing and 3D expertise. Redefining gifting with a novel delivery of digital eGift cards to virtual and mobile markets, Taylor engaged with Giftango Corporation, a Portland-based software company which manages virtual gift card programs. During the DMA event, conference attendees could scan a personalized QR code to claim a digital gift card valued between \$5 and \$50, which was then delivered simultaneously to their email inbox and mobile device for redemption at their retailer of choice.

Helping marketers bring direct mail and print to life, Taylor also debuted their offering of Augmented Reality (AR) by extending traditional print marketing through digital enhancement of graphics, audio and animation. By using a simple black and white printed AR “tag” with a webcam, users are transported from a static 2-dimensional printed experience to a dynamic 3-dimensional interactive experience. AR is changing how users see the world. To experience AR in action, visit www.taylorar.com

“By demonstrating augmented reality and its print applications, Taylor continues to help direct marketers keep print relevant as a successful marketing tool in an increasingly digital and interactive world.” said Tommy Merickel, President of Taylor’s Strategic Account Group. “Linking printed marketing materials with dynamic, 3-dimensional digital elements opens up a whole new world of exciting possibilities.”

In addition to digital gift cards and augmented reality, Taylor showcased the market-leading products and services of over 80 Taylor affiliates. Highlighted capabilities and services included personalized multichannel marketing program execution, gift and loyalty programs, specialty printing, variable data print and mail, emarketing, corporate ID, personalized products and small business programs.

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.

www.taylorcorp.com

Media Contact

Marne Slack
Corporate Communications
(507) 386-3168
mjslack@taylorcorp.com

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