Database/Postal Software

§ Melissa (formerly Melissa Data Corp.)

CATEGORY: Database/Postal Software

PRODUCT: MAILERS+4®, MAILERS Online, Suppression Services, FTP Automation for NCOALink®, Mailing Lists, Move Update Service, Canadian National Change of Address Processing (SERP), MatchUp®, Global Express Entry®, Global Address Verification, Personator® (fraud detection and ID verification), and CASS™ processing.

COMPANY: Melissa, 22382 Avenida Empresa, Rancho Santa Margarita, CA 92688-2112. Phone: 800-800-MAIL; (949)-838-3000.

LIST PROCESSING: Canada Post NCOA® and USPS® NCOALink Move Update change-of-address processing to reduce undeliverable-as-addressed mail, and qualify for postal discounts. Secure, automated 24/7 FTP submission offers no minimum charges per file or set up fees – and turnaround for most jobs in 20 minutes or less. Low price guaranteed – we will beat any competitor's price! Suppression services include Deceased, Do-Not Mail, and Inmate. Email and Phone Append services also available.

MAILING LISTS: Instant access to qualified sales leads via saturation, new mover, business and property owner mailings lists, to name a few. Melissa also offers specialty mailing lists that target in-demand prospects like medical professionals, registered voters, recent graduates, and automobile owners. The lists are regularly updated and are USPS and CASS™ processed, plus we guarantee delivery. For high-volume list buyers, Melissa offers its LeadGen APIs which allow users to easily get counts and pull lists online 24/7. It is easily integrated into custom applications and available lists include Consumer, Business, Saturation, and Property.

MAILERS Online: Mail prep in the Cloud – what could be better? MAILERS Online is the easiest solution to get your mail prepped and out the door. No software to update. No long-term contracts. Pricing per job. MAILERS Online presorts your mailing for either First-Class™, Marketing Mail™ (Standard Mail®), Periodicals, Nonprofit, Destination Discounts (DDU), or eLot Enhanced Carrier Route basic rates. The solution also does CASS™ processing, NCOALink, Canada Post NCOA, and deduping. Increase mail deliverability, navigate complex postal regulations with ease, and connect with customers on the move. MAILERS Online – the future of mailing software with the convenience of the Cloud!

MAILERS+4: The affordable, easy-to-use postal automation and bulk mail software meets the budgets and direct-mail needs of any size mailer. This desktop program delivers the tools you need to save up to 65% in postage and printing costs and includes palletization options for First-Class™ and Standard Mail®. A subscription costs as little as $80 per month with no long term commitments.

MAILERS+4 Features:

--CASS CERTIFIED PROCESSING: Verifies, corrects and standardizes U.S. addresses to meet all USPS requirements for discounted mailings. Monthly updates to USPS ZIP + 4/DPV/LACSLink data are available at no additional charge.

--PAVE® CERTIFIED® PRESORTING: Presorts letters, flats and postcards for First-Class, Standard (profit and nonprofit) and Periodicals discounts.

--NCOALINK PROCESSING: Access SmartMover NCOALink Move Update service to (1) reduce undeliverable mail, (2) save money on postage and printing, (3) qualify First-Class and Standard Mail mailings for postal discounts, and (4) avoid non-compliancy penalties. Real-time processing is available.

--DUPLICATE ELIMINATION: Removes duplicate records from one or more mailing lists to help reduce postage and materials costs associated with delivering multiple mail pieces to the same person or household.

--SERP-CERTIFIED™ CANADIAN ADDRESSING: Verify Canadian addresses, standardize them to Canada Post SERP requirements, and print labels with this optional feature.

--GEOCODING: Append latitude/longitude and other location-based information with this optional feature.

--PALLETIZATION: Faster delivery, less handling, more savings for high-volume mail with this optional feature.

APIS & CLOUD SERVICES: A collection of fully scriptable API components and Cloud services for U.S. and Canadian address verification, postal presorting, and delivery indication:

--PERSONATOR®: Global ID verification and fraud prevention service verifies a name corresponds to an address, email, and phone number; appends missing name, company name, phone number, and/or email address to your records; and provides current addresses for people and companies that have moved going back 20+years.

--GLOBAL ADDRESS VERIFICATION: Standardize, correct, transliterate, and format address data for 240+ countries to help ensure mail deliverability and reduce fraud. CASS and SERP Certified.

--GLOBAL EXPRESS ENTRY®: Address autocompletion tool that verifies addresses with type-ahead search function to reduce keystrokes & eliminate shipping costs due to incorrect addresses.

--SMARTMOVER?: U.S. & Canadian change-of-address processing to update the addresses of people or businesses that have moved. Access USPS NCOALink and Canada Post NCOA data and meet USPS Move-Update requirements for discounts.

--PRESORT OBJECT®: A PAVE CERTIFIED solution, including palletization, to sort qualifying mail pieces for maximum postal discounts and direct mail savings.

--MATCHUP®: Gain a unified view of contact data across your organization by identifying duplicate records with domain-specific knowledge of contact information. Implement three custom merge-purge functions and find near-data matches with industry-accepted 'fuzzy matching' algorithms.

--GLOBAL IP LOCATOR: Reduce fraud and geo-target prospects by identifying a website's geographic location.

--PROPERTY CLOUD SERVICE: Identify real estate trends and neighborhood characteristics with access to comprehensive U.S. property and mortgage data for over 140 million records. It includes 165 information fields to customize your property lists by owner information, property value, current sale information, and much more.

--LISTWARE®: Self-service data quality tool to clean, verify, and enrich your contacts in all your lists. Available in the Cloud (online) or as plugin for popular systems like Microsoft® Excel®, Salesforce®. Capabilities include global address verification, address auto-completion, demographic, geographic, property enrichment, and more to increase the sales and marketing power of your contacts.

CONTACT: For more information on Melissa products call 800-800-MAIL, visit www.melissa.com, and follow us on Twitter @melissadata.

§ Neopost USA

CATEGORY: Database/Postal Software

PRODUCT: Bulk Mailer

COMPANY: Neopost USA, 478 Wheelers Farms Rd., Milford, CT 06461. Phone: 800-NEOPOST (636-7678).

BULK MAILER: Make your mailing operation much more productive with Neopost's Bulk Mailer® software (powered by Satori). Prepare USPS® compliant direct mail faster and more easily. Increase mail deliverability, navigate complex postal regulations and achieve the lowest postage rates. Superior productivity features include wizard-based processes, reusable task templates, comprehensive data exchange and an unmatched mail piece designer. Enjoy unsurpassed mail preparation with features such as CASS Certified™ address correction, PAVE™ certified postal presorting, list cleaning, and so much more. Upgrade to Bulk Mailer Business for faster performance with the largest address data files.

CONTACT: For more information, call 800-NEOPOST (636-7678) or click www.neopost.com.

§ Pitney Bowes Inc.

CATEGORY: Database/Postal Software

PRODUCT: ConnectRight™ Mailer

COMPANY: Pitney Bowes Inc., 3001 Summer Street, Stamford, CT 06926-0700. Tele: 877-682-7687. Web: PitneyBowes.com

CONNECTRIGHT™ MAILER LIST MANAGEMENT SOFTWARE: Cleanse addresses, update moves and presort mail for the best possible USPS discounts with a single click. ConnectRight Mailer list management software from Pitney Bowes makes it easy to cleanse and process mailing lists by giving you access to the latest USPS address information and full service NCOA Link. Our address data software combines a local app for saved jobs and fast processing with the power and flexibility of the cloud to ensure you always have the latest USPS address data and reports. There's no need to manually update any local software. You also get access to various USPS commercial rates including First Class, Standard, mixed-weight processing, and other services. Additional features include list suppression from DMA® (Do Not Mail and Prison Suppression), a job presets and hot folder function that allows anyone to submit and process lists across your organization and leveraging the power of Intelligent Mail Barcode for mail tracking. You have a lot invested in creating the perfect communication - don't waste it with poor data. ConnectRight Mailer is an easy-to-use software to help ensure your mail is delivered at the best rate possible.

CONTACT: For more information call 877-682-7687 or visit Pitney Bowes at PitneyBowes.com.

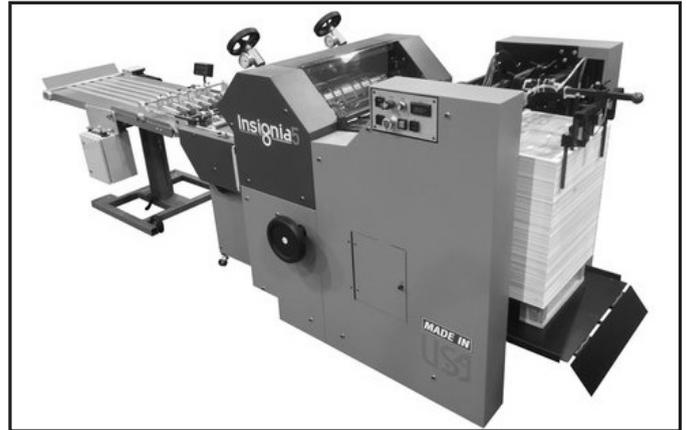# Die Cutting Systems

§ Rollem International

CATEGORY: Die Cutting Systems

PRODUCT: Insignia Die Cutting Machines

COMPANY: Rollem International, 1650 S Lewis St., Anaheim, CA92805-6413. Phone: 800-272-4381. Web: www.insigniadiecut.com.

DESCRIPTION: The Insignia machines are offered in a variety of con-

Insignia5 with 40' Feed Capacity

figurations to best suit each users individual production needs. The machine is offered in three sheet size capacities; Insignia5 handles up to a 20x15" or 51x38cm sheet, Insignia6 handles up to a 20x20" or 51x51cm maximum, and the largest Insignia7 will run a B2 size 30x24" or 76x61cm sheet. The New InsigniaX3 handles up to 24x24" (61x61cm) and stock weights up to 30 pt. thickness.

FEATURES: Built with a purely mechanical functionality in mind, the Insignia machines do not rely on servo motor timing or complicated electronic sensors to remain in phase. From the double sheet detector to the true "press register" system, the Insignia functions on a geared, chain-linked movement cycle, so the timing of the machine is ensured to remain constant day in and out. Utilizing flexible die technology, the Insignia machines are capable of being changed from job to job in a matter of minutes. Featuring a press-style register system and top suction air feeder, the Insignia can process a range of materials and stocks anywhere from 50LB cover weight papers all the way up to 30pt card.

OPTIONS: The Insignia machines feature two different delivery modules to best suit each customers' individual production requirements and demands. A waste stripping unit is the first, this system will remove the skeleton or matrix from a sheet of die cut product using mechanical trim deflectors and air knives. The second option is a high capacity receding stacker, which is designed to accept a full sheet of either kiss cut work, or die cut products that are tick-tied into the sheet to keep the full sheet in-tact. Both delivery systems are interchangeable within five minutes.

CONTACT: For more information, call 800-272-4381 or click www.insigniadiecut.com or visit www.rollemusa.com.

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