Interlinc Direct Installs Pitney Bowes FlowMaster® RS Flex Inserting System for Personalized Touch

MISSISSAUGA, ON., January 10, 2013 - Pitney Bowes Inc. (NYSE: PBI) today announced that Interlinc Direct Corporation (Interlinc) has purchased the FlowMaster® RS Flex inserting system to help deliver targeted, personalized communications for their clients. The FlowMaster RS Flex inserter, can accurately process a variety of materials and sizes at speeds up to 16,000 mail pieces per hour. Through this installation, Interlinc anticipates an increase of inserting efficiencies by a minimum of 40 per cent resulting in enhanced customer service.

Mississauga-based Interlinc specializes in providing customers across North America from a range of industries including healthcare and consumer packaged goods, with a leading web-based marketing asset management solution to manage, control, track and distribute targeted and personalized communications materials. The purchase of the FlowMaster RS Flex inserter will help its clients deliver targeted, personalized communications.

“Our customers are focused on being very specific in who they target and how,” said Neil Raven, Founder, Interlinc. “It’s essential to be able to customize each and every communication, which is a huge undertaking when conducted manually. With our investment in Pitney Bowes’ technology, we can help our clients get an edge on their competition through intelligent, selective inserting where we can be methodical by matching a specific message to a specific person.”

The Pitney Bowes FlowMaster RS Flex inserting system delivers high speed, flexibility and increased productivity with proven servo motor technology. This system helps mailers meet SLAs faster by providing unmatched flexibility and automating manual tasks in a one-operator integrated work-cell. The system can also be configured to process letters and flats on the same platform to meet even the most challenging application needs.

“The ability to leverage a solution that integrates well with existing technology while delivering high levels of customization within a digital environment is something our clients are looking for,” said Bill Mackrell, General Manager, Pitney Bowes Canada. “As organizations strive to increase efficiencies and make every communication resonate with existing and potential customers, it’s essential for them to be able to deliver targeted and relevant content – which the FlowMaster RS Flex can help ensure.”

With the FlowMaster RS Flex inserting system, productivity increases as operators are able to turn jobs faster resulting in more completed projects for a lower cost per mail piece. The system provides users a reliable and versatile way to produce valuable and engaging communications materials for clients.

More information is available at: Interlinc Direct or FlowMaster® RS Flex inserter

About Pitney Bowes
Pitney Bowes provides technology solutions for small, mid-size and large firms that help them connect with customers to build loyalty and grow revenue. The company’s solutions for financial services, healthcare, legal, nonprofit, public sector and retail organizations are delivered on open platforms to best organize, analyze and apply both public and proprietary data to two-way customer communications. Pitney Bowes is the only firm that includes direct mail, transactional mail, call centres and in-store technologies in its solution mix along with digital channels such as the Web, email, live chat and mobile applications. Pitney Bowes is a $5.3 billion company with 29,000 employees worldwide. Pitney Bowes: Every connection is a new opportunity™.

Pitney Bowes of Canada Ltd., the Canadian subsidiary has a direct sales and service force of approximately 1,300 professionals located in offices throughout the country. The head office for its operations in Canada is located in Mississauga, Ontario. For additional information on the company, its products and solutions, visit www.pitneybowes.ca.