Pitney Bowes Helps Incepture Print Solutions Deliver on Growth Strategies

STAMFORD, Conn., September 09, 2013 - Integrated print-and-mail technology from Pitney Bowes Inc. (NYSE:PBI) is helping Incepture Print Solutions of Jacksonville, Florida obtain significant cost savings, increase mail effectiveness and grow revenue. With the help and expertise of Pitney Bowes, Incepture Print Solutions created a White Paper Factory™ environment, which eliminates the need for pre-printed forms and envelopes, to produce more engaging, colorful statements and bills for their clients. These solutions have helped Incepture Print Solutions save over $1 million annually and drive double-digit growth.

In 2012, Incepture Print Solutions' largest client was sending millions of transactional documents each month, requiring multiple types of pre-printed forms, outer envelopes and business reply envelopes. Each job was individually printed and assembled. Also, job set-up and change-over production were labor-intensive and inefficient.

To help reduce costs, Incepture Print Solutions standardized processes for more than 450 jobs each day, transforming one of North Florida's largest commercial print and mail operations into a true White Paper Factory. Today, the company no longer uses pre-printed forms and envelopes. Instead, print and mail operations are linked into a single workflow to produce more engaging, colorful statements and other client communications.

"We had been looking for ways to streamline our workflow, reduce our reliance on pre-print, and enhance our ability to provide high-value client communications," said Gene Rauch, director, Incepture Print Solutions. "The Pitney Bowes White Paper Factory solutions put that plan on the fast-track and we now produce finished mailpieces twice as quickly, have the capacity to take on new clients, and can help our clients cost-effectively produce more engaging communications."

"By incorporating an integrated White Paper Factory approach, Incepture Print Solutions is maximizing its return-on-investment on its printing and mailing operations to drive better business results and revenue growth opportunities," said Grant Miller, vice president, global strategic product management, Document Messaging Technologies, Pitney Bowes. "They are demonstrating how integrated print and mail solutions can help organizations improve operational performance and add greater value to their client communications."

Incepture Print Solutions replaced six separate print engines with two IntelliJet® Printing Systems and consolidated from eight inserters to two Mailstream Wrapper™ Productivity Series mail finishing systems. The company now produces 100-percent variable data statements and envelope wrap material on a single printing platform – in black, full color or MICR – with less maintenance and fewer operators. In addition, Incepture Print Solutions recently became the first company to purchase and install the Print+ Response™ Inkjet Module which prints monochrome, 100-percent variable data messaging and graphics on business reply envelopes, correspondence return envelopes or inserts in-line during high-speed inserting and wrapping. Additional benefits of the White Paper Factory solutions for Incepture Print Solutions include:

- Flexibility and speed in transforming black-and-white Explanation of Benefits statements for healthcare clients into full-color Member Health Statements with personalized messaging.
- Printing and manufacturing 100% variable data print envelopes with personalized logos, addresses and messages in real-time during the wrapping process, and easily incorporating regulatory changes or marketing messages. The solutions also make it possible for Incepture to produce 20,000 completely assembled envelopes per hour, which is four times faster than before and using only a single operator.
- $300,000 in savings from a reduction in paper, shipping and storage space. Also, inventory storage requirements for paper have been reduced by 75-percent.
- $800,000 in savings annually on postage costs by merging multiple jobs into a single, larger print run printed in Zip Code™ order. This eliminates a step in the statement production process, allowing the company to take full advantage of presort postal discounts.

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. Many of the company's solutions are delivered on open platforms to best organize,

analyze and apply both public and proprietary data to two-way customer communications. Pitney Bowes includes direct mail, transactional mail and call center communications in its solution mix along with digital channel messaging for the Web, email and mobile applications. Pitney Bowes: Every connection is a new opportunity™. www.pb.com.

About Incepture Print Solutions:

At Incepture Print Solutions, we operate one of the largest commercial print-to-mail operations in North Florida. We are able to produce high quality documents from virtually any print stream available and process most any type of mail - folded or flat - giving our customers process flexibility unequaled in the industry. Visit our website for more information on our Print and Mail Solutions.