Billing Software Provider AVR Expands Print Operation with Pitney Bowes AcceleJet

STAMFORD, Conn., February 16, 2017 - Pitney Bowes (NYSE:PBI), a global technology company that provides innovative products and solutions to power commerce, today announced that utility software and billing solutions provider AVR is leveraging the Pitney Bowes AcceleJet Printing and Finishing System to support its growing print operation.

This Smart News Release features multimedia. View the full release here:
http://www.businesswire.com/news/home/20170216005950/en/

AVR was founded as a billing software provider for utility companies in the Houston, Texas area. Its expertise is in data and records management. But, as the company has grown, so too has the demand for a physical print operation to complement its digital solutions. Today, in addition to its software solutions, AVR prints more than 600,000 billing statements each month and relies on its strong partnership with Pitney Bowes Presort Services to help process its mail.

As AVR's customers began to request more versatility, creativity and higher-quality color options for their printed statements, they again turned to Pitney Bowes for a solution to meet the demand, ultimately selecting the Pitney Bowes AcceleJet printing and finishing system. "It was exactly what we were looking for right at the opportune time," said Kenny Shairrick, Statement Processing Manager of AVR, citing the AcceleJet's high-quality color output, integrated finishing and dynamic perforation.

Since installing the equipment last October, AVR has seen faster turnaround in projects, greater efficiency in processes, higher-quality output and new business opportunities. Several software-only customers are even considering opting in for AVR's new printing services.

Additionally, the new technology has enabled AVR to keep up with the latest trends in direct mail marketing, including integrated physical and digital solutions. "In the past, we've had requests for adding colorful marketing messages to statements," said Shairrick. "Because of the AcceleJet, we are now fully capable to create that, and our customers are excited to start sending direct mail pieces."

Once a secondary service supporting its software offerings, AVR now hopes to grow their printing operation into a more prominent and profitable line of business. "Through the print capabilities and efficiencies we've gained from AcceleJet, we look forward to expanding into new markets and new industries," said Shairrick. "We're excited about the future for AVR. We're constantly looking for innovative ways to service our customers, big or small, and we believe AcceleJet will help us do this to the best of our ability."

AcceleJet is an innovative roll to cut-sheet printing solution that provides a simple, cost-effective path to 100% variable data color inkjet at a cost comparable to many monochrome options. It is ideal for mid-sized transactional mail operations with a monthly print volume of one to ten million impressions. It combines high quality color output, integrated finishing and dynamic perforation. Customer communications are transformed into personalized pieces – creating greater impact with bills, statements, enrollment forms and offers.

Pitney Bowes offers the industry's broadest range of inkjet format sizes. Its portfolio includes the AcceleJet, IntelliJet 20 HD, IntelliJet 30 HD, and IntelliJet 42 HD.

Pitney Bowes will display its latest innovations at Hunkeler Innovationdays from February 20 to 23, 2017, in Lucerne, Switzerland.

About AVR

AVR, Inc. was founded in 1959 and was incorporated in 1964 and is still a privately-held corporation. Headquartered in Houston, Texas, it all started with the vision of Ron Emberg, an expert of data and records management, and his pursuit of improving Utility Billing software, processes and services for his clients, over the decades. This dedication, perseverance and enthusiasm has been passed on to every employee at AVR – and it's these dedicated employees who are, by far, our company's greatest asset.

About Pitney Bowes

Pitney Bowes (NYSE: PBI) is a global technology company powering billions of transactions – physical and digital – in the

connected and borderless world of commerce. Clients around the world, including 90 percent of the Fortune 500, rely on products, solutions and services from Pitney Bowes in the areas of customer information management, location intelligence, customer engagement, shipping, mailing, and global ecommerce. And with the innovative Pitney Bowes Commerce Cloud, clients can access the broad range of Pitney Bowes solutions, analytics, and APIs to drive commerce. For additional information visit Pitney Bowes, the Craftsmen of Commerce, at www.pitneybowes.com.