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Specialty Print Communications Adds New Equipment, Capabilities

(Niles, IL) April 7, 2010 – In response to continued record demand, Chicago area direct marketing specialists Specialty Print Communications (SPC) continues to expand its direct mail finishing and Loyalty Marketing service platforms with the addition of new equipment. The Scheffer inline finishing equipment adds capacity and new format solutions to SPC's capabilities, while new lettershop equipment, including MBO tipping lines, and Bowe Bell + Howell JetVision Express Reading systems, supports the SPC Loyalty Group's intelligent card issuance platform.

"We've made a re-investment in equipment to help our clients achieve their marketing objectives," said SPC President, Adam LeFebvre. "The inline finishing hardware is ideal for developing creative direct mail applications. It supports growing demand and enables our clients' mail to arrive in-home more quickly through a single step manufacturing process."

"The addition of multiple tipping lines, coupled with the new read/write system provides incredible versatility, and will greatly enhance our Loyalty Marketing Platform -- from card issuance through fulfillment," said Truman Pope, VP of Mail Operations. "The new equipment enables live loyalty cards to be intelligently matched to customized messaging on a base mailer, helping clients better leverage transactional and demographic customer data," said Pope.

As assembly becomes more complex, the requirements for piece-level integrity grow. The new equipment ensures that each component is correctly brought together and assembled with a complete audit trail. The new read/write machines are state of the art, providing 100% accuracy, advanced quality and integrity control, and comprehensive reporting. "This is the same technology used by the USPS -- it puts SPC into the intelligent side of the business," said Pope.

Since opening its new lettershop facility in May of last year, SPC has exceeded 5-year goals in its first full year of operation. For more information or to learn more about SPC, visit online at www.specialtyprintcomm.com, or call (847) 588-2580.

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ABOUT SPECIALTY PRINT COMMUNICATIONS:

Specialty Print Communications (SPC) is a national print and direct marketing company located in Niles, Illinois. SPC offers a wide-range of product and service-based solutions, from web, sheet-fed, and digital printing options to a host of inline capabilities, book printing, distribution, fulfillment, direct mail and customized web-based print communications campaigns. Privately held, the company is led by Paul LeFebvre, CEO; and his three sons: Adam, President; Dustin, Executive Vice President of Marketing; and Ryan in Sales. For more information, visit: www.specialtyprintcomm.com, or call (847) 588-2580.

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