



Contac launches Web2Print self-service portal

New website simplifies order process for customers

Vancouver, Canada, Oct. 21, 2008 — Prepare to enter into a world of 1to1 communications where you can order what you need on demand and marketing collateral is tailored for each customer. Web2Print is a new self-service portal launched by Contac that allows customers to order custom and static stationery, brochures and other marketing materials from the convenience of their desktop.

The value-added service streamlines the order process and centralizes company-branded marketing templates to ensure brand consistency. With Web2Print, users order and manage inventories for:

- **Stationery items** such as business cards, envelopes, and letterhead
- **Marketing materials** such as calendars, greeting cards, postcards, and custom booklets
- **Personalized websites** (PURL™) to deliver tailored website content and HTML e-mails

"Contac's Web2Print service transforms how Contac meets the needs of our customers," said Riaz Pisani, President of Contac. "Web2Print not only streamlines our customers' business processes but it tailors print and web marketing collateral for each of their contact's needs and interests. It revolutionizes how our customers build relationships with their contacts."

Studies show that personalized marketing builds stronger relationships with customers and translates into increased business. Considered an emerging area of marketing, initial findings reveal a substantive return on investment for those who incorporate this marketing method into their client service strategy.

"With Web2Print, we know that our clients are not buying just print," explained Pisani. "They are buying custom content, client loyalty and business retention. Contac is pleased to be the only company in North America offering a single-source solution from order and production to fulfillment and delivery."

How does Web2Print work? Clients can order predefined documents from a centralized Web2Print storefront or from a branded storefront for corporate clients as they need them using a simple online form. Contac's logistics team then seamlessly handles the production, literature warehousing, collateral assembly and delivery.

A key feature of Web2Print is the variable print option where customers can dynamically alter parts of a document with custom text, images and graphics. This sophisticated database-driven technology allows customers to tailor materials with content based on each contact's profile.

Contac's print division uses state-of-the-art technology to produce a variety of offset, digital and inkjet print materials. This depth allows Contac to cater to a wide range of needs and earned Contac a reputation with customers for being solutions-oriented, responsive and flexible.

About Contac

Contac is a direct marketing, print and fulfillment company founded on the principles of business partnerships. The company has four divisions: *Contac 1to1 Marketing* delivers multi-touch marketing programs; *Contac Print* provides print and finishing services; *Contac 1to1 Logistics* resupplies businesses and their network of locations with office and consumer materials; *Contac 1to1 Technology* provides web services and database system management. The company has a firmly established foothold in the travel sector, serving 97% of that vertical's print and fulfillment needs. With the creation of additional products and services, Contac has moved forward in other verticals; including automotive, financial and entertainment. Established in 1978, Contac has locations in Vancouver, Toronto and Montreal.

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Sales Contact:

Salima Mitha
1.800.667.8197
sales@contacservices.com

Media Contact:

Maria Loscerbo
604.732.6221
maria@epicpr.ca