

FOR IMMEDIATE RELEASE

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AccuZIP technology honored in Quick Printing product recognition

2015 Quick Printing Top Product Award winner features AccuZIP technology integration

ATASCADERO, CA - The 3rd annual *Quick Printing* Readers' Choice Top Products Awards competition has honored EFI with one of their prestigious awards. *In the Web-to-Print Software category*, EFI's Digital StoreFront (DSF) Direct Mail Automation module was named as the winner. The winning platform from EFI allows users to automatically clean lists, price postage and perform bulk-mail processing. The module includes a streamlined integration with AccuZIP technology.

This integration with AccuZIP enables EFI's DSF Direct Mail Automation to support EDDM (Every Door Direct Mail), list purchasing through a direct integration and the use of any address book or .csv file as the address data source. Additionally, this powerful module performs CASS certification, NCOA (National Change of Address) services and duplicate address identification and cleanup to ensure that buyers only create (and pay for) deliverable records.

For printing companies, this technology provides process automation for direct-mail workflows. No more disparate multi-step processes like manual file management, mail list integration and USPS processing for automation discounts. Service providers can now process direct mail jobs with little to no intervention reducing labor and increasing profitability.

Kristen McKiernan, AccuZIP President, stated "We are proud of our integration with EFI and honored by this recognition. AccuZIP always strives to provide technology that can help the industry. Having the industry recognize our integration as significant means a great deal to us as an organization."

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About AccuZIP, Inc.:

AccuZIP, Inc., a national software company based in Atascadero, CA, provides feature rich solutions to manage Contact Data Quality, Address Hygiene, USPS Postal Presorting and Compliance and Mail Tracking and Reporting. Our solutions are designed to be utilized across many industry verticals to streamline, standardize and simplify processes associated with data entry, data management and multi-channel communications. AccuZIP products and services make it easier for businesses to get their message out to the right people at the right location when they need to most. Now in our third decade of doing business, the company has built an outstanding reputation for value, service and innovation. For more information, visit www.accuzip.com.