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**ProShip®. Inc. Unveils New Company Branding**

*New logo and visual identity support focus on future growth*

**Brookfield, Wis., February 2, 2015** - [ProShip, Inc.](#), a leading provider of enterprise-wide, multi-carrier shipping software and IT solutions, has launched a new corporate identity in conjunction with the rebranding of its parent company, Neopost. The rebranding includes a new visual identity, website and other communications. The new logo features a vivid and modern bright-green color that emphasizes the company's commitment to growth.

In 2014 alone, the company achieved double-digit increases in both sales and staffing, and recently moved into a larger facility that is already being expanded. With the Neopost name and reputation behind it, ProShip is a much stronger competitor and is expected to grow at an ever quicker pace.

"The new rebranding is a catalyst for us to increase visibility and awareness among our target audience of large global shippers. ProShip is a strong company built on proven, successful products, skilled support staff and innovative shipping and logistics software, with a solid track record for carrier compliance," said John Berg, vice president. "While our visual identity will change with this rebranding, our commitment to our customers will remain the same. It's what sets us apart."

ProShip has been a part of [Neopost](#), a global leader in providing hardware, software and services for mailing, digital communications and shipping, since May 2014. Over the past few years, Neopost has also added other brands and services to its portfolio. As part of its strategy to build a comprehensive brand identity across the globe, Neopost is rebranding the company and all of its subsidiaries, including ProShip.

## **About ProShip**

[ProShip, Inc.](#), a Neopost company, is a global provider of software, technology, service and support offering responsive solutions that help its customers compete. ProShip is an IBM® Advanced Business Partner, SAP® Certified, Oracle Partner and Microsoft® Business Solutions Provider dedicated to understanding its customer's business in order to help effectively leverage technology.

ProShip presents specialized shipping solutions for businesses requiring a single enterprise-wide global software application for high-volume shipping. Installed at over 400 customers and over 4,000 customer sites around the world, the [ProShip® Product Suite](#) is an industry-leading multi-carrier parcel/LTL shipping solution.

As a company, ProShip, Inc. is committed to offering the fastest, most compliant shipping software, IT services, hardware and exceptional support. The company is based in Brookfield, Wis. For more information on ProShip, visit [www.proshipinc.com](http://www.proshipinc.com).

## **About Neopost**

Neopost is a global leader in mailing solutions and a major player in digital communications and shipping services. Neopost believes that people are the key to business success. Its products and services are tailored to help organizations improve the quality of their interactions and bring people closer together.

In this age of multichannel communications, Neopost guides and empowers enterprises to interact in new and innovative ways. Neopost advises organizations on how to find synergies that drive growth. And it delivers global coverage with a strong local presence, offering continual support by phone, onsite or online.

Today, Neopost is present in 31 countries with a network of partners in more than 90 countries and a turnover of € 1.1 billion (2013). Neopost promotes responsible business and sustainable development through its production and outreach programs. And its 6,200 employees worldwide are committed to making their customers' interactions more responsive and more powerful – offering them a competitive edge that will open up a wealth of business opportunities.

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