



## For Immediate Release

### **GMC Software Technology Accepted on Universal Postal Union's Direct Mail Advisory Board**

**March 11, 2009 – Boston, Massachusetts and Appenzell, Switzerland** – GMC Software Technology, the standard in personalized communication, has been accepted to serve on the Universal Postal Union's (UPU) Direct Mail Advisory Board. This gives the company a role in determining the near-term future of the global direct mail industry.

"We are honored to have been confirmed to serve UPU's Direct Mail Advisory Board," said Hansruedi Joerg, Vice President of European Operations at GMC Software Technology. "As a global company, we feel that GMC has a unique insight into the direct mail industry in all worldwide regions and this is a great opportunity to share our knowledge in direct mail and postal optimization with other members and the industry at large. The acceptance of GMC Software Technology comes at time when the industry is facing new challenges while the UPU is looking to provide global guidance that reflects the changing nature of postal communications and the integration of traditional and new forms of creating and distributing mail. Technology plays a key role in a successful future for the industry and I believe our worldwide experience will prove to be of great value as the industry moves forward and embraces new applications such as transpromo."

The UPU Direct Mail Advisory Board (DMAB) is a self-financed group comprising designated operators of UPU member countries and other industry companies and associations, aiming at "fostering the growth of direct mail as a factor of economic and market expansion by increasing market knowledge and by developing the expertise of stakeholders at all levels."

"We are pleased to welcome GMC Software Technology as a new member to the Direct Mail Advisory Board," said Raquel Ferrari, Program Manager, Direct Mail Markets Development and Consultative Committee Secretariat at the Universal Postal Union. "With GMC's contribution and support, we will be able to further the development of direct mail markets worldwide."

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#### **GMC Software Technology**

GMC Software Technology helps businesses implement high impact, personalized communications programs that increase customer satisfaction and loyalty, drive new customer acquisition, improve productivity and cut costs. Its award-winning PrintNet software is an easy to implement, end-to-end solution that provides full data integration and processing, design and composition, collaboration and approval, distributed output management and process automation for highly targeted print and electronic communications. GMC offers exceptionally reliable technologies and services based on worldwide ISO 9001:2000 certification and CMMI development methodology. It serves thousands of users worldwide, many customers are producing in excess of 100 million personalized documents per month — including direct mail, statements, bills, policies, catalogs, correspondence and transpromo materials. [www.gmc.net](http://www.gmc.net).

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