CrawfordTech Delivers a Robust, Rapid and Inexpensive Transpromo Solution

Works on existing production print streams and with existing or new printers; eliminates need for upstream programming and recomposition; affordably and quickly adds color, targeted marketing messages and graphics to existing customer bills, statements and other transactional customer communications.

Toronto ON 15 September 2009 - Crawford Technologies Inc., the award-winning provider of business solutions to high-volume printing and mailing operations around the world, has introduced an innovative Transpromo solution. Unlike other Transpromo solutions, CrawfordTech's **Transpromo Express** enables the addition of color, targeted marketing content and graphics in customer bills and statements in a matter of weeks, and without the multi-million dollar price tags generally associated with such initiatives.

Until now, the inclusion of color, targeted marketing content and graphics in bills, statements and other transactional documents (Transpromo) meant disrupting the printing process to recompose the documents and re-engineer the production processes. In order to implement these initiatives, multimillion dollar hardware and software investments led to projects that would often take up to two years getting in to production. Now, with CrawfordTech's **Transpromo Express**, an affordable, quick and robust method is available to insert specific marketing content for specific customers.

Based on CrawfordTech's award-winning Document Enhancer product, this software tool is designed to enable easy implementations that do not require a complete rebuilding of the applications and existing production processes. By working directly on the existing production print stream, **Transpromo Express** removes the financial and operational barriers that once existed to Transpromo, opening a range of marketing opportunities on existing bills, statements and other transactional customer communications.

"We had been asked by one of our clients, a major credit card company, to do a Transpromo project in 10 weeks, and with CrawfordTech, we did," said Laurence Shaw, Senior Systems Architect for Salmat's BusinessForce unit, the premier service bureau in Australia and the Asia Pacific, "It was important that the software could handle large volumes without suffering memory issues as we had found with other solutions. We found that the CrawfordTech software understands every object in the data stream and can handle large volumes without disrupting the print system." An archived webinar featuring the Salmat solution presented by Mr. Shaw is **available on the CrawfordTech website here**.

"This innovative approach is focused on helping our clients drive increased revenues from the billions of bills, statements and other mission-critical transactional documents they are already generating and mailing for their customers", said Ernie Crawford, President of Crawford Technologies Inc.," We pride ourselves in offering this radical approach to take advantage of the most reliable and trusted touch point our clients have with their customers. As always, we are constantly looking for ways to help organizations cut costs, drive more revenue and help streamline their operations."

About Crawford Technologies Inc.

Since 1995, Crawford Technologies' award-winning solutions have helped over 500 companies around the world reduce costs associated with communications processes by delivering bills, statements and other mission-critical transactional communications to their customers in the format they need, when they need it. With CrawfordTech's range of unique software products and services, our clients simplify, automate and extend document delivery cost effectively - irrespective of current, legacy or future standards in infrastructure or document output.

These clients, including four of the top five US banks, four of the top five US insurance companies and four of the world's top five car manufacturers, are realizing high-value results as costs associated with document processes are minimized through automation, new opportunities for savings across critical communications are realized and they react quickly to changes in regulations, policies, business requirements and technical infrastructure.

CrawfordTech's quality software, expert support and print business knowledge help clients to meet operational, service, marketing, legal and standards requirements and automate the delivery of billions of communications to their customers annually. Simply put, companies look to Crawford Technologies for our platform-independent approach, leading system performance and superior output fidelity. Please visit www.crawfordtech.com to find out more about our customers, people, partners, products and solutions.

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