



Crawford Technologies Inc.
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Crawford Technologies Inc. Announces a Solution to Help Mailers Implement the USPS Intelligent Mail® Barcode

Toronto, Ontario, March 16, 2007. Crawford Technologies Inc. today announced it has launched new capabilities to enable mailers to quickly and cost-effectively implement the new USPS Intelligent Mail® barcode (formerly known as the 4-State barcode or OneCode barcode) in order to retain their eligibility for postage discounts beyond the year 2008 and to take advantage of the new USPS OneCode services enabled by it.

In 2006, USPS introduced the Intelligent Mail® barcode to replace the older POSTNET® and PLANET™ codes. At the end of 2008 the POSTNET® and PLANET™ codes will cease to command postage discounts and services. All mailers will need to convert their applications by then in order to maximize postal discounts in America.

If large mailers have to modify their application programs to make the changeover, meeting the above deadline will be an expensive and daunting task. Using CrawfordTech's document re-engineering tool, [PRO Document Enhancer](#), enables mailers to make this change in a shorter time frame with little or no use of costly and scarce application development resources.

PRO Document Enhancer allows users to remove existing POSTNET® and/or PLANET™ barcodes and replace them with the new Intelligent Mail® barcode, without the need to know any of the print stream technical constructs, regardless of whether the print stream is AFP, Xerox LCDS or Metacode, PostScript, PCL or PDF. This solution is available on all major platforms, including Windows, Linux, AIX, Solaris, HP-UX and z/OS.

Users can also apply the PRO Document Enhancer to achieve other significant benefits, including greater postage savings by increasing the volume density through co-mingling different applications. Adding automated inserter codes, such as 2D barcodes and OMR marks, increases mail processing productivity, while adding human readable marks, unique mail piece IDs and automated re-printing of damaged documents increases mail processing integrity. To learn more, see [Implementing the Intelligent Mail® Barcode](#).

“We are very pleased to offer organizations needing to comply with the challenging requirements of the Intelligent Mail® barcode a cost effective solution that manipulates the documents without opening the source code and allows the users with minimal

understanding of the processed print stream languages to make all changes needed.” said Ernie Crawford, President of Crawford Technologies Inc., adding “Even organizations that have already started on this project and are reprogramming their mail print applications or plan to, might well wish to talk to us. We can save them considerable amounts of money and time and help them to release their programmers for revenue creating projects”.

About Crawford Technologies Inc. Crawford Technologies (CrawfordTech) provides print stream transform, extraction and manipulation solutions that are unsurpassed in the industry. With its committed and knowledgeable product teams, CrawfordTech offers unparalleled development, design and support. CrawfordTech is a global leader in delivering advanced print production transformation products for the service bureau, financial, insurance, medical, government and telecommunications industries. Many of today's strategic companies in the document solutions business are CrawfordTech's partners who participate in the distribution of the industry leading PRO Suite of conversion and enhancement products automating the transformation of print-stream, data manipulation and document output. Crawford Technologies Inc. is based in Canada. Its Toronto and Vancouver development centers produce high-quality, cross-platform products using advanced development and testing techniques.

Come visit us at www.crawfordtech.com, to see what it is that we can do for you.

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