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Crawford Technologies Focuses on Three Document Re-engineering Issues: IMB, Electronic Inserts and Improving ADF Efficiencies

Toronto, 26 February 2008. Crawford Technologies Inc., the leading provider of transactional document reengineering solutions, focuses on three Document Re-engineering solutions: IMB, Electronic Inserts and Improving ADF Efficiencies, all implemented using its award-winning Document Re-engineering product, [PRO Document Enhancer](#).

“Document re-engineering is enabling our customers to improve their production efficiencies, optimize utilization of printers, maximize postal discounts, optimize inserter equipment usage and create electronic deliverables that match their hardcopy versions. We are pleased to provide examples of how our customers are using document re-engineering in electronic delivery, printer, inserter and postal optimization solutions,” said Ernie Crawford, President, Crawford Technologies Inc. “The linked Solutions Brief provides details of how our award-winning PRO Document Enhancer product line is delivering production quality, efficient and economic solutions to our clients’ Document Re-engineering needs all over the world.”

The [Document Reengineering: IMB, Electronic Inserts, ADF Enhancement](#) Solutions Brief focuses on three solutions:

Postal Optimization – IMB

USPS regulations require the use of Intelligent Mail Barcode (IMB) by January 2009 to retain maximum postal discounts. IMB is more than just ZIP routing data; it also contains other information for use by both the USPS and the production facility – but only if all the necessary data can be gathered and put in the IMB. The Solutions Brief discusses how this information can be gathered and used to maximize the benefits for both the production facility and the USPS.

Printer Optimization – Electronic Inserts

In order for organizations to take advantage of today’s high volume color printers, simply adding color to the previously black & white document format is not enough to justify the additional costs. The Solutions Brief discusses how, using document re-engineering, three types of electronic inserts are added to complete the envelope electronically: reproduced pre-printed stock, added T&C information to meet legal/regulatory requirements, and dynamically printed inserts.

Inserter Optimization – ADF Enhancement

Today’s sophisticated ADF systems require a high degree of system integration and communication between all the components. This communication is frequently accomplished by exchanging control files between components. However, these control files must be created, and must contain accurate information about each document in the print stream. Additionally, each vendor has its own preferred format and structure. Initially, creating accurate control files to meet your different vendor formats can be a challenge. The Solutions Brief discusses how these control files can be generated without

application program changes and how to maintain maximum flexibility in the heterogeneous ADF environment found in most production shops.

“PRO Document Enhancer, CrawfordTech’s award-winning document re-engineering solution, is currently installed in production at over 20 customers worldwide,” said Stephen D. Poe, EDP, VP of Product Management for CrawfordTech, “We wanted to share some of the innovative solutions our customers have implemented using PRO Document Enhancer. We’re always pleased when we can share how CrawfordTech products enable our customers worldwide to solve their business problems.”

About Crawford Technologies Inc.

CrawfordTech is a leader in document manipulation and re-engineering solutions. Our robust and flexible products allow companies to boost revenue, build efficiencies and bolster customer service. Our committed and knowledgeable technical teams provide unparalleled development, design and support, and our transform technology is recognized as the fastest and most accurate available.

CrawfordTech customers around the globe use our solutions to take advantage of the information contained within their enterprise and maximize return on investment in existing technology and systems. Our deep understanding of the technologies surrounding mission-critical document processing and the business implications of information management help customers enable document strategies that uncover hidden efficiencies, improve revenue generation, and strengthen customer service.

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

For further information, or to arrange for interviews, please contact:

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