Crawford Technologies Inc. Launches Enterprise IMB™ Barcoder
Enables rapid implementation of Intelligent Mail® barcodes without costly application changes

Toronto and London, 2 October 2008. Crawford Technologies Inc., the award-winning provider of TransPromo and transactional document and mailing solutions, today announced the launch of **Enterprise IMB™ Barcoder**, a software product designed to enable high volume mailers to easily migrate their workload to the new USPS Intelligent Mail® Barcode (IMB) without making time consuming and costly application program changes.

When the USPS announced the IMB technology they suggested that mailers should modify their applications programs to use USPS fonts to place the barcodes on their mailings. While this approach works well for some organizations, many high volume mailers have found this to be expensive and time consuming. **Enterprise IMB™ Barcoder** provides an automated migration path to IMB usage, allowing organizations to save money, time and utilization of highly skilled resources when implementing IMB barcodes in their mailings.

The **Enterprise IMB™ Barcoder** software operates on the mailer's print files (AFP, Metacode, LCDS, PCL, PostScript® or PDF), removing POSTNET and PLANET barcodes if present, and adds the IMB barcode prior to printing.

Enterprise IMB™ Barcoder is one of several powerful products in CrawfordTech's comprehensive **Enterprise IMB™ product family** and is based on CrawfordTech's award-winning PRO Document Enhancer technology. **Enterprise IMB™ Barcoder** customers can easily upgrade to full PRO Document Enhancer to achieve additional document re-engineering benefits.

"Implementing IMB can be a massive undertaking. CrawfordTech offers a cost effective implementation approach to replace POSTNET with IMBs and a smooth migration path to achieve significant IMB benefits downstream", says Ernie Crawford, President of CrawfordTech. "By starting with Enterprise IMB™ Barcoder, oganizations can reduce the cost of IMB implementation significantly, and this is important at a time when everyone is under pressure to cut costs".

"Intelligent Mail® barcodes offer organizations a tremendous opportunity in the long term to enable comprehensive mail piece tracking, both internally and externally", says Stephen D. Poe, VP of Product Management for CrawfordTech. "To date, taking the initial step has been difficult. The **Enterprise IMB™** family of products offers organizations simple IMB solutions they can use now while providing for growth in the future. Organizations have an easy entry into IMB implementation with **Enterprise IMB™ Barcoder** and then a clear migration path to more comprehensive IMB functionality with the other **Enterprise IMB™** product family offerings."

About Crawford Technologies Inc. Founded in 1995, Crawford Technologies, Inc. (CrawfordTech) is a leader in document manipulation and re-engineering solutions, including data mining of print streams, archiving and retrieval, print stream conversion, mailstream optimization, and workflow processing. The wide range of robust and flexible CrawfordTech products allows companies to boost revenue, build efficiencies and bolster customer service. Their committed and knowledgeable technical teams provide unparalleled development, design and support, and their flexible transform technology is recognized as the fastest, most flexible 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.

Visit www.crawfordtech.com for further information, or to arrange for interviews, please contact:

Crawford Technologies, Inc.
Stuart Warner,
Vice President, Marketing & Sales
Tel: +1-416-410-1233
Email: swarner@crawfordtech.com

or

Crawford Technologies, Inc.
Stewart Rogers,
General Manager – European Operations
Tel: +44 (0)20 3239 4723
Email: srogers@crawfordtech.com

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