

**W+D NORTH AMERICA**



**Press Release – For Immediate Distribution  
March 14, 2011**

***W+D Direct Marketing Solutions and W+D North America Appoint  
Insource Exclusive Distributor for Envelope Inserting Solutions in Canada***

**Overland Park, Kansas** – March 14, 2011 -- W+D Direct Marketing Solutions (W+D) today announced the renewal of a strategic partnership with Insource Corporation of Markham, Ontario. Insource will continue to be the exclusive Canadian Distributor and authorized service provider of W+D's inserting machines and parts. Insource has represented and serviced W+D Inserting Solutions since 2007. The announced renewal is a seamless continuance of the original relationship with Buhrs ITM, acquired by W+D Direct Marketing Solutions in 2010.

Insource, in partnership with W+D Direct Marketing Solutions, has established an extensive parts inventory and competent service team, available to all customers. This is especially valued by customers with time-critical production environments. In addition to its own extensive inventory, Insource sources parts from W+D in both the US and Germany.

***Insource Quote***

“For four years we have enjoyed a very close and important relationship with W+D Direct Marketing Solutions,” noted Insource president and founder Tim Wakefield. “Our W+D Inserter customers include industry leaders in the mailing, printing and bindery industries with focus on the direct, transactional, and trans-promo mailing segments. These customers have realized outstanding output results, reduced per capita operating costs, straightforward set-up and operation, as well as incredible flexibility in meeting the creative demands of their customers. This renewal is great news for Canadian customers who rely on Insource for equipment, warranties, on-going servicing, and parts.”



***About Insource Corporation***

Insource Corporation was founded in 2005 by company president and founder Tim Wakefield, a 25-year veteran of the mail processing industry. Today, Insource is a full-service solution provider with national sales and service representation throughout Canada, with offices in Markham, Ontario; St. Leonard, Quebec; and Richmond, BC.

Insource Corp was created with the single goal of valuing the customer and their needs above all else. By injecting this simple philosophy into the company's daily activities, Insource

continues to deliver the industry's best products via a network of qualified and trained service professionals, assuring their customers always have the edge that makes them successful. For more information, go to [www.insourcecorp.ca](http://www.insourcecorp.ca).

For sales, service, or parts Insource can be reached via:

Phone: 1-905-709-3344

Toll Free: 1-888-709-3345 (In North America)

Email: [tim@insourcecorp.ca](mailto:tim@insourcecorp.ca)

### ***About Winkler+Dünnebier AG***

Winkler+Dünnebier (W+D) is the world's leading technology and system solution partner for machines and production systems for the manufacture, inserting and packaging of envelopes, as well as for tissue fold and hygiene products. In addition, W+D offers transport and palletizing systems for the paper, tissue and food industries via its subsidiary W+D-Langhammer. Thanks to its innovative and tailor-made system solutions and services, W+D focuses on the entire internal value chain of its customers. The company, which was founded in 1913, has manufacturing facilities in Germany, the USA, China and Malaysia, and also operates a global sales and service network. Winkler+Dünnebier is part of Körber PaperLink, an international supplier of system solutions for the paper and tissue converting industries. For more information, go to [www.w-d.de](http://www.w-d.de).

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