

## **PRINTABLE™ INTEGRATES CHOICESHIP WORKFLOW SOLUTION**

Automated Shipping Workflow Eliminates Unnecessary Processes and Increases Productivity for MarcomCentral Customers

**Solana Beach, CA, January 20, 2010** - Printable Technologies® Inc., a leading provider of software as a service (SaaS) Web-to-print and personalized marketing solutions, announced today the integration between MarcomCentral™ and Choice Connector's ChoiceSHIP product. The integration provides a shipping workflow that automatically transfers data bi-directionally between in the Printable's renowned MarcomCentral web-to-print product and UPS WorldShip® and FedEx Ship Manager™ shipping systems using ChoiceSHIP. The integration eliminates manual data entry by automatically transferring order, job, and shipping information between the two systems. Additional information is available at [www.printable.com/MarcomCentral/Integrations/ChoiceSHIP/](http://www.printable.com/MarcomCentral/Integrations/ChoiceSHIP/)

McKella280, a leading graphic services company in Pennsauken New Jersey, is the first to successfully implement the new integration. "We were happy to see that Printable and Choice Connector have worked together to provide a seamless integrated workflow", comments Raymond Munyan, Director of Information Technology at McKella280. "It had become essential for us to integrate shipping as we grew our fulfillment business." McKella280 utilizes Printable Technologies MarcomCentral software to deliver online print management, which allows its customers to optimize their internal workflow, personalize their printed material and develop 1-to-1 marketing programs for its customers. McKella280 also utilizes ChoiceSHIP to connect UPS and FedEx to MarcomCentral for real-time bidirectional shipping automation.

The new integration shortens the ship-to-bill cycle time by embedding freight charges, including customized business rules. There is no longer a need to wait for carrier invoices before billing. Another key benefit of the integration is the elimination of double entry which reduces errors and saves valuable labor.

"Our team is excited to see the success McKella280 is achieving with the ChoiceSHIP integration", comments Shabe Behzadpour, Professional Services Manager at Printable Technologies. "We expect many more MarcomCentral customers will look to connect their existing UPS and FedEx shipping solutions using the new integration. Printable is committed to helping our customers automate their workflows. Partnering with companies such as Choice Connector provides a tremendous value that cannot be understated."

**About Printable Technologies** - Printable is a leading provider of technologies for intelligent marketing for both enterprise users and print service providers. Built on open-architected collateral management technology, Printable offers both online corporate storefronts (available in both Software as a Service [SaaS] and server versions) and scalable variable data publishing (VDP) software to produce powerful personalized marketing campaigns. Printable technology integrates

easily with a wide variety of ERP and content management applications, as well as production workflows from Hewlett-Packard, Canon, Xerox, Kodak and more. For more information please call 800.220.1727.

**About Choice Connector** - Choice Software DBA Choice Connector was started to fill the connectivity gap in the printing, print on demand, and fulfillment communities. Specializing in providing the printing industry with software solutions that automate integration and shipping, Choice Connector has products for most needs. If we haven't written your interface, give us a call and we can discuss how our beta program can save you money. For additional information on ChoiceSHIP or to schedule an on-line demonstration, please call 414-308-1853 or visit <http://www.ChoiceConnector.com>

**About McKella280** - McKella280 delivers world class marketing support services and optimal value for our clients marketing initiatives. We are focused on our clients marketing performance by providing end to end industry best practice marketing solutions. We accelerate our client's projects to the marketplace and assist them with avoiding the pitfalls and bottlenecks by knowing the needs of their market and understanding the nature of their clients. McKella280 makes it our business to provide marketing services as experts in our industry.

**Media Contacts:**

Dustin Ritter  
Director of Marketing  
Printable Technologies  
858-847-6617 (phone)  
858-793-4120 (fax)  
[dritter@printable.com](mailto:dritter@printable.com)  
[www.printable.com](http://www.printable.com)

Scott Kwiatkowski  
Vice President Sales  
Choice Software, LLC  
414-308-1853 (phone)  
262-510-0140 (fax)  
[scott.kwiatkowski@choiceconnector.com](mailto:scott.kwiatkowski@choiceconnector.com)  
[www.ChoiceConnector.com](http://www.ChoiceConnector.com)