



Increased need for technology in print marketing drives Prime Data expansion

FOR IMMEDIATE RELEASE

AURORA, ON, 15 September 2017 – Marketing technology company Prime Data is proud to announce the expansion and centralizing of its production, IT and administration in Aurora, Ontario.

In an era when digital media have put pressure on other channels to perform, Prime Data has flourished by using technology to help fundraisers and private sector marketers get the most from print and mail marketing in their cross-channel marketing campaigns.

“Within the past two years, we’ve expanded well beyond the capacity of our original location,” says Steve Falk, President of Prime Data. “We had to move production to a new location to accommodate investment in a new, state-of-the-art *elan* variable colour printer and the increased workload that came with that. Meanwhile our customer service and support functions stayed at the original office. We’re now in a position to bring everybody back under one roof in a larger, more convenient location.”

“Many people don’t realize how important the postal industry is, both locally and nationally,” President Steve Falk notes. “Canada Post still delivers about nine billion items each year. The National Association of Major Mail Users estimates that 800,000 jobs are related to mail design, planning, creation, printing, production and delivery.”

Falk adds that mail is a marketing channel that still drives excellent measurable results for Prime Data’s clients. Hospitals, animal rights groups, car dealers, and restaurants, for example, all depend upon print to bring in important revenue while integrated with the latest and ever-changing digital marketing. “A stable postal platform is mission critical for fundraising, sales and marketing,” Falk states. “We take for granted that the internet and cell phone platforms will always be up and running. It’s just as important to have a stable communication platform for mail.”

Prime Data celebrated the move to 180 Industrial Parkway North with vendors and customers, as well as with Mr. Kyle Peterson, MP for Newmarket-Aurora, The Honourable Chris Ballard, Minister of the Environment and Climate Change and MPP for Newmarket-Aurora, as well as His Worship Mayor Geoff Dawe.



About Prime Data

Prime Data has been providing data-driven marketing solutions for over 15 years. The company focuses on the high value created when data is combined with dynamic printing to bring the kind of personalized experience to printed mail that consumers have come to expect from tablets, phones and screens. Serving businesses and not-for-profits like hospitals and environmental groups, Prime Data invests in the latest technology to create economical multi-channel marketing. Prime Data's ResponsivePrint™ service makes it almost as easy to create a dynamic mail piece as it is to post a blog. Visit www.primedata.ca for more information.

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Photo caption:

Prime Data cut the ribbon on their new, expanded facility in Aurora, Ontario on Friday, September 15. Cutting the ribbon, from left to right: Aurora Mayor Geoff Dawe, Kyle Peterson, MP for Newmarket-Aurora, Steve Falk, President of Prime Data, The Hon. Chris Ballard, MPP for Newmarket-Aurora and Minister of Environment and Climate Change, Melanie Anderson, representing Leona Alleslev, MP for Aurora-Oak Ridges-Richmond Hill.

Photo Credit: Glenn Rodger Photography