

**FOR IMMEDIATE RELEASE**

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## Winkler+Dünnebier GmbH (W+D) invites the envelope and printing industry to its Direct Mail Days event

*After a successful launch in 2017, the direct mail forum will again be held in Neuwied*



June 13-14, 2018, at W+D in Neuwied

NEUWIED, Germany – March 21, 2018 – Winkler+Dünnebier GmbH (W+D), part of the Barry-Wehmiller family, is pleased to announce that registration is now open for its second annual Direct Mail Days event, presented in cooperation with the FEPE Association. Launched in 2017, this information-sharing symposium for the envelope and printing industry will take place in Neuwied on June 13 and 14, 2018. This year, the forum's range of topics will expand to include envelope inserting as well.

"Last year, we received a lot of positive feedback for dedicating an entire event to direct mail, because it often can get overshadowed by digital media," said Frank Eichhorn, Managing Director of W+D. "However, this marketing channel offers plenty of potential and is of great interest to various industry professionals and advertisers."

On both days of the event, participants can watch live demonstrations of creative direct mail applications, discover direct mail-related technical solutions, and learn about industry trends and unique ideas to increase response rates through physical mail. Technology on display will include the W+D BB700 S2, an envelope-inserting machine with the digital printing module Tlprint, and the W+D 410 Easy Enveloper, an envelope-production machine that has a new embossing section.

Other notable activities include a culinary "Come Together" event on Wednesday evening, during which visitors and exhibitors can connect and exchange ideas. Then, the forum will close with an exhibition by select international partner companies that will provide information on the latest industry trends and products.

Direct Mail Days starts at noon on Wednesday, June 13, and ends at noon on Thursday, June 14, to accommodate the travel schedules of international guests. Visit [direct-mail-days.com](http://direct-mail-days.com) to register, and to view a video and photos of last year's symposium.

*Please see the attached document for English, French, German and Spanish versions, and a high-resolution photo.*

### ABOUT WINKLER+DÜNNEBIER GMBH

Winkler+Dünnebier GmbH (W+D) offers a wide range of highly efficient, integrated system solutions for the mail and postal industry, as well as for the tissue and hygiene industry. With more than 100 years of industry-shaping innovations, W+D has core competence in the converting and processing of thin and in-homogeneous materials—such as paper, tissue and nonwovens—at high speeds and tight tolerances. With innovative and tailor-made system solutions and services, W+D focuses on the entire internal value chain for our customers. Part of the Barry-Wehmiller family, W+D has production and distribution sites in Germany, the Netherlands, Malaysia and the United States, with sales and service support around the world. For more, go to [w-d.de](http://w-d.de).

### ABOUT BARRY-WEHMILLER

Barry-Wehmiller is a diversified global supplier of engineering consulting and manufacturing technology for the packaging, corrugating, sheeting and paper-converting industries. By blending people-centric leadership with disciplined operational strategies and purpose-driven growth, Barry-Wehmiller has become a \$3 billion organization with more than 11,000 team members united by a common belief: to use the power of business to build a better world. CEO Bob Chapman shares the story of the company's transformation in his book, *Everybody Matters: The Extraordinary Power of Caring for Your People Like Family*. To learn more, go to [barrywehmiller.com](http://barrywehmiller.com).