

Canada Post names Harling Direct as an Authorized Partner.



Mr. Jacques Côté, Group President-Physical Delivery Network, presents Randy Yates, President, Harling Direct with a certificate welcoming Harling Direct into the Authorized Partnership program.



Toronto, June 22nd, 2012 – Canada Post (CPC) launched its Authorized Partner Program with two days of meetings, presentations and a lively exchange of ideas between upper management of Canada Post and executives from their newly appointed Authorized Partners.

Following a six month selection process CPC selected 24 companies from across Canada to become Authorized Partners. All of the selected Mail Service Providers have a history of excellence in data management, direct mail and parcel preparation, as well as a commitment to training their personnel in the latest postal techniques, technical guidelines and new targeted data services offered by CPC.

CPC presented a newly created logo, in the corporate colours of CPC, which identifies the 24 Mail Service Providers as Experts in CPC services. The logo will appear along with partner contact information on the CPC web site; it will also be available for the Partners to use on their own web sites and print material.

Randy Yates, Harling Direct's President stated: "I am proud of Harling's significant relationship with Canada Post and the other 23 selected partners. It is extremely gratifying and productive to exchange ideas with such a select group. Canada Post is being extremely proactive in drastically changing the current postal distribution model and we are thrilled to be involved in the evolution of such an exciting industry."

Harling Direct is a leading provider of marketing support services specializing in database management, direct mail campaigns to Canada, the United States and internationally, marketing support services, third-party fulfillment logistics, inventory management, customer service contact centre and consumer loyalty programs.

PDI Inc., a sister company of Harling Direct, is the largest independent sheet-fed company in Quebec, providing pre-media, offset and digital print production as well as web-to-print, multimedia and internet services to clients in Quebec, across the rest of Canada and in the United States.

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