

Kern and Absolute Electronics Present new partnership of a Creative Solution for Direct Mail Marketing

Düsseldorf, Germany June 10th –Kern and Absolute Electronics have announced an exclusive partnership to integrate the KERN K515 EasyMailer®, registered by Kern and Peppermill® document composition software demonstrating total workflow for personalized mail. The K515 EasyMailer® in harmony with Peppermill® produces fully personalized VDP direct mail pieces from digital printed sheets. Together Kern and Peppermill have been demonstrating their technology in the Kern booth at Drupa, the largest conference and exhibition for the print industry held every four years in Düsseldorf, Germany.

The K515 EasyMailer® with Peppermill® makes it possible to produce a fully personalized envelope with a matching letter from A3 or A4 sheets automatically. Peppermill® software allows anyone to compose personalized documents in a suitable format for the Kern EasyMailer® and maintains a full workflow to ensure processing and reporting. This personalization leads to greatly increasing the possibilities for higher response rates. The K515 EasyMailer® solution offers creative direct marketing options for presenting the right message, to the right customer, at the right time.

About Kern AG

Kern develops integrated systems for document processing and packaging for medium and large companies. As one of the leading suppliers, Kern develops innovative solutions so that you are always one step ahead of the continuously changing situation in the market. Together, Kern establishes your requirements and works out an individually tailored solution for your company - and this all over the world. For over 50 years now Kern has been working with continuous success to make sure that the right information reaches your customers at the right time. Kern's resounding success can be attributed to an unbroken chain of innovative development, to incomparable processing quality based on top-notch technology and to the refined design of its systems. All of this is rounded out by comprehensive service to the customer. The fact that we are on the right path has been confirmed time and time again in the form of various prizes and awards. We are constantly striving to improve and to stay the leader in our field - in keeping with our tradition. www.kern.ch

About Kern SAS

Kern SAS based in Niederhergheim, France is the manufacturer subsidiary of Kern AG, and is a leading provider of unique finishing solutions like our world-class pre and post processing systems for continuous feed digital printers, plus other finishing solutions like the K515 EasyMailer®. Kern has a long history of innovation and technical excellence, and today we offer our solutions through our subsidiaries and distributors in over 60 countries worldwide. For more information about Kern and its DFD products visit www.kern.ch or email tmichiels@kern.ch

About Absolute Electronics Pty Ltd

With offices in Melbourne and Sydney, Australia, Absolute Electronics'with over 20 years of experience offers companies the best total solutions they need in order to grow and prosper. These include consulting, systems integration and outsourcing. For more information see www.peppermill.com.au or contact Grish Rewal on + 61 (3) 9646 2999 or email grish@absolute.com.au