



## NEWS RELEASE

# HORIZONTECH TO SPEAK AT MAILCOM 2011

DANVILLE, Virginia, February 1, 2011 – Horizontech, Inc. (HTI), a Global information technology and document solutions company, today announced it will be speaking at MAILCOM 2011.

31<sup>st</sup> Annual MAILCOM Conference & Exhibition  
February 28-March 3, 2011  
Washington, DC at the Washington Hilton

Keynote Address: George W. Bush  
43rd President of the United States and Founder, George W. Bush Foundation

Horizontech Speaking Monday, February 28, 3:15 - 4:15 p.m.

### **PM129: Managing Undeliverable Mail, Operations, and Customer Communication: Round Two Returned Mail Process Automation**

Undeliverable/Return Mail is changing from a cost of doing business into a customer relationship issue. This session will focus on how to change return mail operations from managing waste to improving customer communications. Learn how to more effectively communicate, while improving operations expense, cash flow, audit governance and compliance through better integrated technology solutions. The issue of returned mail continues to put operational, accuracy and integrity pressure on mailrooms, a financial drain on finance and profitability, numerous issues with address management, data and customer service.

Who should attend: Operations, Customer Service, Procurement, Risk Management and Finance Executives.

MAILCOM's 31st Annual Conference & Exhibition is the world's largest convention for mail communications management. MAILCOM represents the mail communications industry: the creation, processing and distribution of business communications. To learn more, visit [www.mailcom.org](http://www.mailcom.org) or call 1-609-264-0120.

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