

COPI and Gimbel & Associates Marketing Alliance Brings Clients “Behind the Firewall” QR Solutions

Alliance promotes secure QR code technology for cross media customer communications

Houston, Texas –April 4, 2011— Computer Output Print & Internet (COPI), a global supplier of software and service to the high volume transaction output industry, has finalized a formal business alliance with Gimbel & Associates, an international management consulting firm working to ignite business growth through digital technologies. As a result, COPI will provide resources for Gimbel & Associates to bring enterprise-wide, one-to-one, behind-the-firewall QR code technology to its global client base.

Many companies are implementing QR codes to enhance cross media response, dialogue and effectiveness of their hard copy customer communications. COPI’s CodeZ QR Solution Set takes QR to the next level as the only solution built on a 15+ year proven high volume, high fidelity platform operating 100 percent behind the corporate firewall to generate font-based QR codes. In addition, CodeZ QR was developed to work on every printer, computer and composition software in the corporate enterprise.

“We are very pleased to have COPI as part of our partner team, since many of our clients and prospective clients want to improve their transaction and corporate communications, while maintaining the security of their client data,” says Gimbel & Associates President, Roger Gimbel. “COPI’s CodeZ QR Solution Set helps companies dramatically increase the effectiveness of their cross media and printed communications, while maintaining their data security standards.”

The alliance's sales and marketing efforts will initially help customers QR-enable their direct mail and transaction document-based marketing campaigns. It will eventually extend to assisting companies in implementing CodeZ QR technology from the warehouse to the boardroom for enhanced security, communication and identification solutions.



computer output
print & internet



Geared To Your Success

“Gimbel & Associates is a proven leader in database-driven marketing programs, and COPI is delighted to support them and their clients with our CodeZ QR Solution Set,” says Joe Barber, known as Dr. QR. “We look forward to applying COPI’s QR technology, along with Gimbel’s marketing wisdom to help companies maximize marketing effectiveness, while maintaining the security of their corporate information.”

About Gimbel & Associates

Gimbel & Associates is uniquely positioned to assist clients with business objectives. The consulting team of senior consultants each with 25 to 35 years and more of direct industry experience. The company’s diverse expertise in commercial print, digital print, transaction print, direct marketing, database management, fulfillment, variable data and cross media applications and marketing communications, enables them to bring a depth of knowledge resulting in positive ROI for our customers. Cross-functional skill sets span hardware, software, strategy, marketing and operations. For additional information: www.rogergimbel.com.

About COPI

COPI (Computer Output Print & Internet) has a 30+ year history of providing font and data matrix, PDF417 and QR bar code solutions to the global high volume transaction output industry. COPI’s CodeZ QR Solution Set launches printed documents to the mobile web with its 1to1 enterprise QR platform operating 100% behind the corporate firewall to maintain client data security. For additional information: www.CodeZQR.com.

###

Gimbel & Associates Media Contact

Lois Ritarossi, Senior Consultant

lois@rogergimbel.com

781-444-6849

Computer Output Print & Internet (COPI) Media Contact

Kim Loth, Director of Business Operations

KL@888999COPI.com

888-999-COPI ext. KL