

Maidenhead, July 23, 2018

Joint press release

Ironsides Technology and BÖWE SYSTEC UK and Ireland agree to strategic partnership

With immediate effect, BÖWE SYSTEC UK and Ireland will partner with Ironsides Technology to resell Ironsides APT™ (Automated Production Tracking) software into Transactional, Direct Mail and Secure Print operations in the UK and Ireland.

BÖWE SYSTEC's broad technology portfolio spans printing, finishing, inserting and sortation solutions, as well as camera technology to monitor quality and compliance of printed documents to industry regulations.

Ironsides APT software provides production automation by collecting and reporting data for these discrete production steps to provide a single dashboard view of operations from print to despatch. The software pulls real-time production data from any device making it easy to track hundreds of jobs to the piece-level. Automate reprints and other exceptions, integrate with CRM and ERP systems, monitor SLAs, automate real-time alerts, create productivity and performance metrics and customisable web reports - all available with a single dashboard.

BÖWE SYSTEC is a leading supplier to direct mail, transactional and security print operations in the UK and Ireland. Ironsides Technology UK will support BÖWE SYSTEC to provide a packaged offering for a Management Information System for not only inserting and sortation equipment, but also for the other key elements in the customer's

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production workflow, such as presses, bindery and production mail centre operations.

Ironsides Technology has been expanding their sales into the UK and Europe for the past four years. Their “open architecture” software can connect to any production device and is used in many large transactional production centres in the UK and Europe.

Bill Riley, CEO and Founder for Ironsides Technology is enthusiastic about the new partnership: “We are delighted that BÖWE SYSTEC UK and Ireland have decided to bundle the Ironsides APT solution with their technology offering. We are excited to formalize and launch our partnership in the UK and Ireland to help empower digital print providers with accurate tracking and reporting for continuous feed and cut sheet digital print through finishing.”

“BÖWE SYSTEC UK and Ireland provide high quality, high-speed roll and sheet fed inserting solutions, including the market leading Fusion Cross, and a range of sortation solutions for letters, flats, packet and parcel sorting,” adds Philippe Dugougeat, Managing Director for BÖWE SYSTEC UK and Ireland. “We are delighted to be working with Ironsides. This partnership is founded on the initial experience gained in the implementation of a new Fusion Cross inserter into a customer who already used Ironsides. Both parties – and most importantly, the customer – were pleased with the speed and ease of the integration, and the benefits that the solution delivers. We very much look forward to further implementations in our customer base in the UK and Ireland.”

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Ironsides High Level Facility View.png: Overview

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Company profiles

BÖWE SYSTEC GmbH

BÖWE SYSTEC is one of the world's leading suppliers of smart automation solutions. For over 70 years, the technology company's products have streamlined and optimized work and production flows across a wide range of very different industries. Whether it be inserting systems for classic transactional applications or mailings, card processing solutions, letter or parcel sorting systems for modern post processing centers, automation solutions for intralogistics or pharma serialization, BÖWE technologies play an important role in numerous industries. Headquartered at its production and development facility in Augsburg, the company serves its customers around the world through some 20 subsidiaries and over 50 general agencies. Since 2010 BÖWE SYSTEC GmbH has been owned by the Possehl Group, which generated annual sales of around €3.8 billion with a global workforce of approximately 12,500 in 2017. The sole shareholder of L. Possehl & Co. mbH is the charitable Possehl Foundation in the Hanseatic City of Lübeck. More information is available at www.boewe-systec.com and www.possehl.de.

Ironsidestech

Ironsidestech is a leading software development and integration company, providing production automation and enterprise-wide integrity tracking solutions for the printing, mailing, fulfillment and packaging industries. Ironsidestech APT (Automated Production Tracking) is an open and scalable architecture that is device neutral and provides real-time end-to-end job and piece level tracking, visibility and accountability through all production steps. Our solutions ensure 100% distribution, SLA compliance, reprint automation and robust operational reporting to help inkjet, continuous-feed and cut sheet printing customers better manage their businesses.

Ironsidestech easily integrates with web inspection systems and post print in line and off line bindery devices. We support appropriate camera technology and tracking solutions in the finishing and insertion environment. The end result, our customers can ensure personalized client packages are processed efficiently and with the highest level of accuracy and compliance.

For additional information please email us at info@ironsidestech.com

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