

TPI Teams with Contac

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Winnipeg and Vancouver, Canada – Travel Professionals International (TPI), Canada's largest network of independent travel consultants, announces the launch of a revamped online corporate collateral store utilizing the proprietary technology of Contac, Canada's largest direct marketing, print and fulfillment company specializing in personalized 1to1 marketing communications that build brand and customer loyalty.

"Over the years, our agents' needs have grown from simply ordering letterhead to requiring the latest in dynamic marketing tools," said Emilyn Salvador, TPI's National Training Manager and corporate collateral store program manager.

Through Contac's revolutionary Corporate Store platform, TPI agents are able to order customized and personalized marketing materials on-demand that are created for their specific use by a collaboration of Contac and TPI's marketing departments.

"We're honoured to welcome TPI's network of agents to Contac's services," said Riaz Pisani, President & CEO of Contac. "Combining Contac's innovation in personalized marketing with TPI's innovation in the independent travel consultant space will result in increased opportunities for both our organizations."

As a launch customer of Contac's latest personalized marketing technology, TPI agents are able to match the power of 1to1 marketing to their greatest asset – their personal relationships with their clients.

"Contac's innovative online tools coupled with the client relationship management system already available to our agents will allow them to fully utilize the power of personal marketing," said Salvador.

About TPI

For over fourteen years, Travel Professionals International (TPI) has been the premier provider of outsourced travel solutions to travel agents and agencies. Backed by a head office support system with over forty highly skilled travel professionals, a world-class reservation system, and excellent supplier relationships, over 700 TPI Associates are ready and available to provide full-service travel solutions. More information is available at www.tpi.ca. TPI - We'll Take You There

About Contac

Contac (www.contacservices.com) is Canada's largest direct marketing, print and fulfillment company specializing in personalized 1to1 communications that build brand and customer loyalty. Originally founded in 1978 as a third party logistics company for the travel industry, Contac expanded its services to become the only single-source solution in North America to seamlessly create, produce and deliver personalized 1to1 marketing. Today the company provides the highest quality production, lowest cost and fastest distribution of marketing collateral to major brands around the world. Headquartered in Vancouver, B.C., Contac has facilities in Toronto and Montreal, and will open regional locations in early 2009 in Europe and Asia.

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