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**David Henkel, President of Johnson & Quin, Presents Strategies on Making Mail Mobile with QR Codes at InterACT! Virtual Conference & Expo**

Niles, Ill.—August 17, 2011—[Johnson & Quin](#), a national leader in full-service integrated marketing solutions and production services, today announced its president, David Henkel, will present an educational session, “Making Mail Mobile: QR Codes and Other 2D Codes in Direct Mail,” at the [InterACT! Virtual Conference & Expo](#) on Aug. 23. Johnson & Quin provides interactive capabilities like Quick Response (QR) codes, personalized URLs, dynamic landing pages and microsites for the creation of integrated marketing programs that reach specific audiences with specific messages. Henkel’s presentation will discuss how QR codes deliver benefits that include the ability to promote services, events and more in real time and provide instant interaction that encourages higher response rates.

Henkel’s informative session will cover the following topics:

- How and where to put a QR code on a direct mail piece
- The difference between general QR codes and personalized QR codes
- How data is captured and how results can be tracked and analyzed
- Examples of successful QR code campaigns for mailers

“Today it’s critical to find ways to reach prospects through a variety of channels. QR codes are a valuable vehicle for enhancing each marketing campaign with an interactive call to action, but they need to be used effectively,” said Henkel. “I am looking forward to sharing best practices with InterACT! participants.”

InterACT!, presented by *Target Marketing* and *Printing Impressions* magazines, is an online-only conference focusing on the interaction between marketing channels and how marketers can play

to each channel's strength in integrated campaigns and drive more revenue. For more information on the conference, visit <http://www.interactconference.net/>.

### **About Johnson & Quin**

Johnson & Quin is a full-service provider of integrated marketing solutions and production services. Whether it is campaign consulting, interactive solutions, or full-service direct mail campaigns, Johnson & Quin offers the latest in integrated marketing solutions, data services and personalization technologies. From small on-going direct mail programs to drops of several million pieces, Johnson & Quin excels at complex projects like personalized and variable data printing. Johnson & Quin's vertically integrated facility assures a level of consistency, quality, and efficiency difficult to achieve with multiple vendors. For more information, visit: [www.j-quin.com](http://www.j-quin.com).

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