



FOR IMMEDIATE RELEASE

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IMPRESS your customers with the new FormStore DuoCard™

FENTON (St. Louis), MO (September 27, 2011) - FormStore's new unique DuoCard is a 24 point post card that is twice as thick as conventional postcards. Available with full-color digital print on two sides with full bleeds, plus NexGloss coating, Clear toner watermarking, Dimensional Digital raised textured print or Red Fluorescing Security Ink.

FormStore's finished "print in the mail" solution will make your customer's message stand out. This increased attention to their marketing message translates to improved response rates.

IMPRESS YOUR CUSTOMERS AND YOUR BOTTOM LINE

Contact FormStore to receive your DuoCard sample kit and see for yourself how our unique new double thick DuoCard can improve your revenues. Connect with us at 800-325-9583 or on the web at www.impressduocard.com

"In today's world of digitally-driven communications, we're excited about the opportunities to help customers create print materials and integrated campaigns that stand out and get results," said Edwards. "We're always looking to showcase digital's benefits through the work we produce for our customers and for our own business."

FormStore is located in St Louis, and has 70 employees between its two locations. The 32-year-old print communications company specializes in printing membership identification cards, books and its use of unique substrates such as magnets.

To learn more about FormStore Incorporated and all the products and services we offer please visit our web site at www.formstore.com and also check out our social media - Like FormStore on Facebook at <http://www.facebook.com/home.php?#!/pages/Fenton-MO/FormStore-Incorporated/362055102875>; Follow Paul Edwards, FormStore CEO, on Twitter at <https://twitter.com/FormStore>; Visit FormStore on LinkedIn at <http://www.linkedin.com/company/1063680>; Visit FormStore on YouTube at <http://www.youtube.com/user/FormStoreTube>. Or, contact your sales representative at 1-800-325-9583.