



FOR IMMEDIATE RELEASE

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PS It Matters Selects Relyco ENDURA LABELS to Convey Mission of Supporting Food Banks and Pantries Across the Country

Printing on ENDURA LABEL, PS It Matters displays how many meals can be provided by each item purchased

Dover, N.H., November 28, 2012 – [Relyco®](#), a leading provider of business printing and payment solutions, today announced that [PS It Matters](#), an online specialty foods, personal, and corporate gift store, selected Relyco’s [ENDURA LABEL digital and laser labels](#) to convey its mission of supporting food banks and pantries across the country.

PS It Matters provides specialty foods and gifts at the same price as retail stores and donates 15 percent of the purchase price to the food bank or pantry of the shopper’s choice. The impact of each dollar donated is on average four nutritious meals to those most in need. PS It Matters chose Relyco’s ENDURA LABEL labels to display how many meals can be provided by the purchase of each item.

“We place a label on each product that displays the PS It Matters brand and tells the shopper or gift recipient how many meals were donated as a result of the donation that came from the purchase of that individual product,” said Michael Simchik, co-founder of PS It Matters. “For example, a single jar of jam accounts for four meals, while a bag of coffee accounts for eleven. In a gift set, these and other items combined may contribute to 30 to 100+ meals. Each gift collection of products has an explanatory card that includes a sticker using Relyco’s labels that highlights the number of meals provided by the total gift collection purchase.”

Since its official launch in June 2012, PS It Matters has provided more than 20,000 meals, putting the organization on track to deliver as many as 40,000 meals by year’s end. To learn more about PS It Matters, its mission, products it offers, and how to place an order, visit <http://www.psitmatters.com>.

“PS It Matters is a great customer and we’re really excited to be able to provide them with a quality label solution to help them convey their mission,” said Mike Steinberg, president and CEO of Relyco. “They are having a lot of success with our labels, which are visually appealing, economical, and flexible enough to meet all their goals.”

With thousands of stock items and custom options, [Relyco's ENDURA LABEL](#) offers the most versatile label solutions available. Choose from thousands of options, colors and materials, including waterproof to meet any labeling application. Relyco offers ready-to-ship stock labels, custom labels tailored for specific requirements, and integrated labeling solutions for complex applications.



About PS It Matters

PS It Matters (PSIM) is an online specialty foods, personal and corporate gift store that was founded on a simple idea-- by your purchase of everyday items, you can help those in our country who are hungry. PSIM provides the finest in specialty foods & gifts at the same price offered in retail stores and, with each purchase, 15% of the purchase amount will be donated to the Food Bank/Pantry *of your choice*.

This is all possible because we do very limited direct marketing and re-direct our entire marketing budget towards charitable contributions for the benefit of the purchaser's designated Food Bank/Pantry. The power of PSIM to make a difference is directly related to the outreach efforts from our Food Bank/Pantry and Corporate Partners to their donors, volunteers, clients, and friends. The result is a sustainable, for-profit business, which generates significant monthly, re-occurring revenue streams to Food Banks/Pantries across the country, thereby, supporting the elimination of hunger within our own communities. For more information visit <http://www.psitmatters.com>.

About Relyco

With over 20,000 customers worldwide, Relyco is a leading provider of value-added business printing and payment solutions, including custom digital packaging, waterproof paper, e-Payment solutions, payroll paycards, carbonless laser forms, and more. As one of the largest distributors of laser and digital applications, including laser checks and other high-security documents, Relyco's long-standing membership in the ASC X9AB check processing committee and extensive experience with fraud prevention strategies and new forms technologies positions it as the most innovative leader in the business printing solutions field. Relyco's customers include Google, PepsiCo, Samsung, Adobe and Microsoft. For more information, please visit www.relyco.com.

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