



## Media Contact

Marissa Kandel, Ketchum, 404-879-9203

[marissa.kandel@ketchum.com](mailto:marissa.kandel@ketchum.com)

## **DYMO™ Endicia® Launches ‘Thinking Forward’ to Give Small Business Owners Tools for Growth**

*New online resource to feature insights and guidance from ecommerce experts  
Marsha Collier and John Lawson*

**PALO ALTO, Calif. — June 26, 2012 —** [DYMO™ Endicia®](#), the leading provider of shipping and mailing postage technology solutions with more than \$8 billion in postage printed, announced today it has launched [Thinking Forward](#), a new online resource designed to provide Web-based small business owners and online sellers with access to the expertise, information and tools they need to move their businesses forward.

Thinking Forward will bring together qualified expert sources to offer innovative insights, inspiration and practical guidance addressing the opportunities and challenges facing small business owners in the areas of marketing, social media, customer acquisition and retention, operations, financing and capital, tax issues, leadership and human resources.

Exclusive articles, videos and live chats from well-known subject matter experts will be featured, along with perspectives from DYMO Endicia leadership, successful DYMO Endicia customers, and sellers on popular online auction and ecommerce sites. Thinking Forward also will highlight relevant news, trends and research aggregated from small business authorities around the Web.

“Evolving from an early start-up to the leading provider of PC Postage solutions, we know first-hand the challenges entrepreneurs are facing,” said Amine Khechfe, general manager and co-founder of DYMO Endicia. “The rapid and consistent growth we’ve experienced, even during the difficult economic climate of the last few years, demonstrates that beating the odds is possible with the right tools. That’s why we developed and sponsored an online resource to equip our customers and other online sellers to successfully launch, operate and grow a small business.”

As part of its commitment to give Thinking Forward visitors access to the best business-building assets and resources, DYMO Endicia has partnered with leading ecommerce experts Marsha Collier and John Lawson to feature exclusive articles, videos and live chats sharing their experiences and practical tips for achieving long-term success and profitability.

Marsha Collier is the best-selling author of the *eBay For Dummies* and *Starting an eBay Business For Dummies* series and a well-known speaker, radio host and educator who is recognized for her customer service, sales and online brand-building skills. A 16-year eBay Store owner, Marsha authors the popular website [Cool eBay Tools](#). John Lawson is a respected analyst, speaker and consultant on social commerce analysis and social media marketing who

grew his home-based urban fashion business, 3<sup>rd</sup> Power Outlet, to Platinum eBay Power Seller and top-rated Amazon Merchant status. He maintains an award-winning online business blog, [www.ColderICE.com](http://www.ColderICE.com).

Small business owners and online sellers can register for a chance to win a free 1-hour phone consultation with Marsha Collier or John Lawson by visiting Thinking Forward before July 13, 2012, at <http://thinkingforward.tumblr.com/> and completing the registration form<sup>1</sup>.

To learn more about how DYMO Endicia shipping solutions can move small businesses forward by saving them time and money, visit [www.endicia.com](http://www.endicia.com).

### **About DYMO Endicia**

DYMO Endicia provides customizable, easy-to-use and affordable shipping and mailing software solutions. With more than 25 years of postal industry experience, DYMO Endicia is the leading provider of postage technology solutions with more than \$8 billion in postage printed. For more information on DYMO Endicia products and services, visit [www.endicia.com](http://www.endicia.com). Follow DYMO Endicia on Twitter @DYMO\_Endicia.

### **About DYMO and Newell Rubbermaid Global Technology Solutions**

DYMO is the master brand name for the Newell Rubbermaid Global Technology Solutions portfolio. In a world that demands greater productivity and measures it at every opportunity, DYMO provides businesses, educational institutions and consumers with innovative and easy ways to share manage and organize information with improved efficiency and satisfaction.

Our DYMO global technology brands are organized into four solutions:

- DYMO® Labeling Identification Solutions include DYMO hand-held label makers, PC connected label and postage printers, plus Industrial labeling tools ([www.dymo.com](http://www.dymo.com)).
- DYMO™ CardScan® Contact Management Solutions include CardScan business card scanners and contact management software ([www.cardscan.com](http://www.cardscan.com)).
- DYMO™ Endicia® Postage Technologies include Endicia online shipping and mailing services ([www.endicia.com](http://www.endicia.com)), as well as customized postage ([www.pictureitpostage.com](http://www.pictureitpostage.com)).

These global technology brands complement Newell Rubbermaid's global portfolio of leading brands, which also includes Rubbermaid®, Sharpie®, Graco®, Calphalon®, Irwin®, Lenox®, Levolor®, Paper Mate®, Waterman®, Parker®, Goody®, Rubbermaid Commercial Products® and Aprica®.

<sup>1</sup> Enter for a chance to win. NO PURCHASE NECESSARY. Only open to legal residents of the 50 United States and the District of Columbia who are 18 years and older. VOID WHERE PROHIBITED. Enter by 7/13/12 at 11:59 p.m. PT. To enter and for Official Terms and Conditions, visit <http://thinkingforward.tumblr.com/>.