



FOR IMMEDIATE RELEASE:

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MeritDirect Announces New Seton Identification Products Package Insert Program – New-to-Market!

(WHITE PLAINS, NY – Effective immediately) – [MeritDirect](#) has been selected to manage **Seton Package Insert Program**, which is available for the first time. The Seton Identification Products package insert program consists of middle to top management professionals in all size companies delivering quality safety and identification products.

- [Seton Identification Products Package Insert Program](#) | Universe: 144,000+

For over 50 years, **Seton** has been a worldwide leader in delivering quality safety and identification products. Their full-line catalog offers more than 50,000 products designed to increase workplace safety and improve identification for businesses around the world.

Seton's flagship products include a large variety of business identification items such as safety signs, asset tags, custom labels, pipe and valve markers, OSHA tags, parking and traffic control products, as well as customized signage. Seton buyers are also responsible for purchasing facility maintenance products such as material handling devices, shelving/storage, recycling containers, security enforcement items, and a number of ergonomic solutions to ensure a safe and compliant work environment.

For additional information from MeritDirect, please contact [Chris Blohm](#) at 914.368.1031

About MeritDirect:

MeritDirect is a recognized leader in the B2B and B2C direct marketing industry, offering marketers integrated marketing solutions with an array of products and services. Mailers and list owners achieve a superior return on their marketing investment through MeritDirect's list brokerage, list management, customer list enhancement and optimization, marketing databases and interactive services.

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