



# INSIDE THE ENVELOPE & LABEL

Western States Envelope & Label

## Across Tom's Desk

In our recent annual strategic planning event, we set aside time to tell our Western States' stories. Some were how we have helped our team members through difficult times. Many others were how we have helped solve problems for our customers.



My story was how a few years into my first job out of college I was responsible for an important mailing. I found out on the day of the mailing deadline we didn't have enough envelopes. You can imagine how I felt when I told this to my boss. But he said, "No problem, I'll order the envelopes and you go pick them up from Western States Envelope." I was skeptical my problem could be solved so easily. I still remember how helpful and friendly everyone was when I arrived to pick up the envelopes and how flabbergasted I was that they had the odd envelopes I needed that same day.

Little did I know that six years later I would be working for Western States and I could never have imagined that 37 years later I would be supporting this great team as President. I have learned over the years that we are filled with helpful and friendly team members looking forward to supporting your business and providing solutions to solve your challenges.

We had just finished telling our stories when I received a call from a customer that desperately need envelopes for a mailing. They needed them that day. It was a simple request for us. They had someone pick them up from us that same afternoon. I could picture myself doing the same thing 37 years ago.

I called the next day to see how it went. I received praise for our rapid response and how helpful and friendly our team was.

But I already knew how it would go.

Thankfully Yours,

Tom Rewolinski  
President/CEO

## What's Inside

SPRING 2017

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## Sharp Dressed Envelopes

Say you or your customers spent countless hours planning a classy fundraising gala. Every behind-the-scenes detail ensures a glorious experience for attendees. But the invitation is in a standard, nothing-special-about-it envelope. It conveys a "ho hum" instead of a "ta da!" first impression.

Back up and match the invitation to the gala. Recipients should get a preview of the event when they see that envelope. How can you make it stand out? Dress it up by considering these ideas:



- **Perfectly sized.** Like tailor-made suits and gowns, think about an envelope and invitation size that fits your event and explore unique formats or folds to complement your choices.
- **Stylishly designed.** Since this is the event's 2-D "sneak peek," use colors and fonts that reflect other materials and match the ambiance. For example, if your event dons silver decorations, consider silver foil accents on the envelope and invitation.
- **Tastefully accessorized.** Let labels add oomph to an envelope. In our example above, a silver foil label that matches event decorations or signage masterfully ties everything together. Or use scented labels to capture an event's essence: promote a wine and chocolate pairing event with a chocolate-scented label.

## Why Labels Work

Adding labels to your envelope makes it more effective. The label itself adds another dimension to your mailpiece's look and feel. When you add custom sized labels designed to match your invitation materials, you create a coordinated look

that stands out and truly welcomes your recipient to the event inside.

Besides dimension and interest, labels can promote an interactive experience. Consider features like a peel-off label that serves as a reminder on our Peel 'n View® ([www.wsel.com/peel-n-view](http://www.wsel.com/peel-n-view)) envelopes.

They call an event special for a reason—create an envelope experience that's equally special. Happy planning!

*To pick between 1300+ products and create your own uniquely sharp dressed envelope, request our NEW envelope resource guide using the attached post card or online at: [www.wsel.com/view-catalog](http://www.wsel.com/view-catalog)*

## A Classy Classic

Our new **black envelopes** are like a fine-fitting tux for your mailing. Available immediately in 10 commercial, A-6, A-7, A-10, 9 x 12 – 28 Black Wave Booklet, and 10-24 Black Wave Policy Catalog. Keep it simply elegant, or snazz it up with a foil label or wrap-around.



## Be Bold. Be Brave. Start Soft...

Embrace print and mail innovations while participating in USPS promotions. We'll show you how being bold, brave, and using techniques like Soft Touch coating can help you and your customers snag more for less.

According to our print service provider customer Michael, "The print industry has been actively innovative not only in print production equipment, but the fundamentals of mail itself through new developments in papers, substrates, finishing techniques and inks. These elements can be incorporated to engage a multi-sensory experience through special visual effects, texture treatments, and die-cutting with folding."

Michael was integral in helping us create the purple mini pop-up envelope and Soft Touch outer envelope with our last newsletter issue. It shows how to use sensory techniques to make a mailpiece stand out and qualify for postal discounts through the USPS Tactile Interactive and Sensory (TSI) Promotion.

"The TSI Promotion leverages some of the latest technological advances within the print industry that encourages sensory participation to drive customer engagement and response rates," Michael added.

Neuroscience and neuromarketing research supports impactful brand recognition and message recall when marketing materials engage tactile experiences and/or senses. By leveraging physical aspects of the mailpiece with print advances, marketers can enhance how consumers interact with mail.

### The Steps

Use project details from our Soft Touch and pop-up newsletter mailing as a template with your customers:

1. Our qualifying TSI 2016 Promotion piece featured a newsletter with pop-up tab and attached envelope with card inserted. The outer envelope featured Soft Touch—a rub-resistant and silicone-free coating that delivers a smooth, velvety feel that adheres to paper, boards, films and foils.

a). The piece is 11x17 flat with a 2¼x3½ tab die cut and folded; finished size was 5½ x 8½, mailed in a 6½ x 9 envelope.

b). Readers were surprised by and interacted with the pop-up tab and custom envelope.

c). The inside envelope, insert and outside mailing envelope were custom designed and produced by us to demonstrate the unlimited ideas you could create with your customers.

2. Our mockup was submitted to the USPS by US mail and approved within 3 days.

3. Production began upon initial approval of the idea sample; final piece was again submitted to the USPS by US mail and approved within 3 days.

4. Pieces were mailed out presorted standard at a reduced rate for barcode automation, pre-sorted, in trays by postal code, and delivered to the bulk mail acceptance unit in downtown Milwaukee.

### The Results

Despite the extra planning, approvals, documentation and cost, recipient response was amazing. It created a lot of interest from customers. In fact, several of them kept it and shared it at the thinkMSP 2016 Summit hosted by CANVASS magazine.

We also received 251 returned post cards with sample requests for the Soft Touch envelopes, 2017 postal promotions, interactive Peel 'n View® samples, online ordering requests, and blog sign-ups. The postcards returned is significant because it's based on an equally small mailing list; the 2% discount is more significant as mailing quantities increase.

*Help your customers do more with direct mail while saving money—check out the "TSI Tools" links or call 800-558-0514 for more information.*



### Your TSI Tools

Use these links to tap the power and savings of direct mail:

- The USPS launched a new **PostalPro** website (will soon replace RIBBS) that's user-friendly and mobile optimized: [postalpro.usps.com](http://postalpro.usps.com)
- Learn more about direct mail's impact at this USPS site: [www.irresistiblemail.com](http://www.irresistiblemail.com)
- Read about the TSI Promotion, as well as other 2017 USPS promotions in our recent blog and complimentary white paper at [www.wsel.com/blog/make-2017-mailings-easy-and-free](http://www.wsel.com/blog/make-2017-mailings-easy-and-free)
- Read our last newsletter issue (Summer 2016) for detailed steps you can take to qualify for the 2017 TSI Promotion at [www.wsel.com/newsletter](http://www.wsel.com/newsletter)

## Product News

Peruse our **Envelope Resource Guide**, to put these and more to work for your customers:

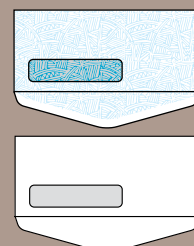
**Digi-Clear® Regular Envelopes.** Eye-popping color quality of our Digi-Clear Window envelope line is now available in a regular, no-window version! Get your complimentary sample packet at [www.wsel.com/new-digi-clear-products](http://www.wsel.com/new-digi-clear-products)

**Double Window Envelopes.** These conveniently reveal the return and mailing address, and perfectly complement forms, statements and invoices.

**Coming this spring—Adhesive Display Frames.** This smart, no-residue cling and clear poly film combination has the reusability of a magnet, yet it sticks and stays on any smooth surface. Use at work, home or school 100s of times without causing damage.

## Important Product Notice

Our Postage Meter Window envelopes 3138 and 3146, are still available as stock products, but were not included in our current Envelope Resource Guide.



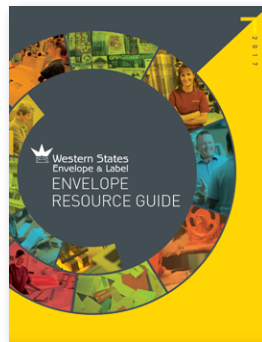


## More for You and Your Business...

What does more for your bottom line with 130+ new products, expanded resources and an easier-than-ever format? The latest **Envelope Resource Guide**.

You spoke and we listened by enhancing the following:

- **130+ new products**, including many designed for digital equipment.
- **An expanded table of contents** for more convenient searching by envelope size, style or color.
- **Easy-to-navigate elements** like introductions and detailed descriptions, color-coded pages, highlighted products and product availability information.
- **An expanded resources section.**



All these new and existing stock products **ship immediately** unless otherwise stated. In fact, we have the industry's largest selection of digital toner based/inkjet products, stock envelopes and label sheets here to meet your deadlines in this tight turnaround industry.

We've also made ordering super simple. Use our site's Contact Us page, call 800-558-0514 or sign up for 24/7 online ordering at [www.wsel.com](http://www.wsel.com)

*Didn't get your new Envelope Resource Guide Yet? Call us or email us and we'll send it to you.*

### Picked by YOU

Thanks to customer requests, we have a complete line of **Regular Envelopes with Square Flaps**, 24 lb. in A2, A6, A7, A8 and A10 sizes with a hard box now available!

## More Pain Points Revealed

### Print AND Provide

Print/mail are certainly still prominent in the marketing arena, but their role has changed. These former "team captains" are now "team players" that complement other digital technologies to deliver an effective marketing campaign. As a result, many printers and mailers expressed concern about the future of print/mail and consequently their company's future.

To thrive in this evolving climate, reach beyond the realms of delivering print/mail products to being a marketing services provider for your customers. A powerful way to illustrate this transition is through a guest blogger's story. Spencer Powell, Inbound Marketing Director of TMR Direct, talks candidly about the wake-up call his company received.

"After our President returned from an MFSA Conference in 2010, we knew direct mail and print shops like us needed to change," Powell recalls.

Initially they didn't know what change was supposed to look like. They started by rebranding their company name from

The Mail Room, Inc. to TMR Direct. Next, they embraced social media channels, but it was still a murky path. Then they discovered inbound marketing, and the rest was history.

Read TMR Direct's inspiring story at [www.wsel.com/blog/mail-room-inc-direct-mail-transformation-story](http://www.wsel.com/blog/mail-room-inc-direct-mail-transformation-story). Perhaps you can learn from their methods to create a marketing transformation template for your business or share what you have learned.

### Links to Learn More

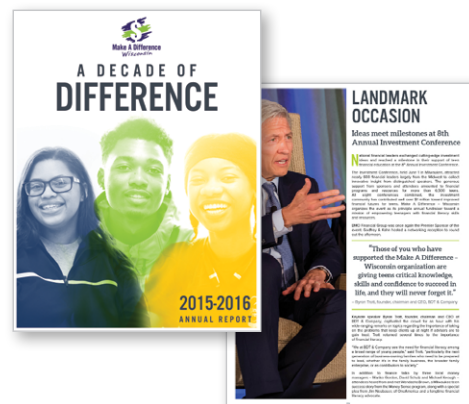
These [wsel.com](http://www.wsel.com) resources help you learn more about integrated marketing:

- Our "Print to Profit" page: [www.wsel.com/print-to-profit](http://www.wsel.com/print-to-profit)
- FREE "Better Mailing. Better Opportunities." white paper: [www.wsel.com/expertise-white-paper](http://www.wsel.com/expertise-white-paper)
- Blog on Cross-Channel and Multi-Channel Marketing: [www.wsel.com/blog/whats-difference-between-cross-channel-and-multi-channel-marketing](http://www.wsel.com/blog/whats-difference-between-cross-channel-and-multi-channel-marketing)

## Profits for Nonprofits

Generating profitable nonprofit donations is no small feat. For-profit businesses sell products and/or services. They must motivate customers and prospects to purchase what they're offering. Nonprofits, on the other hand, must up the ante by motivating donors and prospects to give their money away for virtually nothing in return.

Imagine asking complete strangers for cash on a busy street corner. How much could you earn? Very little, unless you sell something. What's the something nonprofits must sell? **Their cause.**



Everyone cares about different things. But when a nonprofit matches its cause with people who care about it, they've made a profitable connection. For example, a local children's hospital makes a bigger impact by sharing its mission with new parents versus married couples without children. Those parents are much more likely to connect personally with that hospital's cause and become donors.

Beyond matching cause with a caring donor base, nonprofits have to give a reason to care. That comes from creating compelling messages that raise awareness. The key word here is compelling. Ramblings about awards or achievements are impersonal and boring. People are motivated by a relatable story that elicits their support. They want to see their donation "in action" and how it truly makes a difference.

Discover more—download our complimentary Profits for Nonprofits **white paper** at [www.wsel.com/blog/profits-for-nonprofits](http://www.wsel.com/blog/profits-for-nonprofits)

### Nonprofit Support In Action

We're proud to donate time and resources to local nonprofits like Make a Difference Wisconsin ([www.makeadifferencewisconsin.org/financials](http://www.makeadifferencewisconsin.org/financials))

## Craving Color in 2017

This latest color trend article features excerpts reprinted with permission from Deb Corn of [www.printmediacentr.com](http://www.printmediacentr.com)

Make-a-statement colors that burst off the page are hot in color trends, according to PANTONE® as it released its 2017 Greenery (15-0343) Color of the Year. These are trends impacting the design and print community:



- 1. COLOR** is going to be clean and clear, with no gray, yellow or brown undertones. This is going to require color integrity; something even one shade off isn't going to hit that emotional note consumers are craving.
- 2. PAPER** is going to be white. Bright white, chalk white, bone white. Think of coated papers and white-white uncoateds. This
- 3. TYPE** is going to be black, font sizes will be large and readable, messages will be spare and clean, and typography is going to be impeccable. We'll have to teach our customers to be concise and clear in their communications.
- 4. INKS** may require PMS callouts and extended gamut to hit the right tone. When shopping for digital presses, print samples in the newest color combinations.
- 5. SHEET SIZES** will be large. Tabloid publications will re-emerge. Wall art will be eye popping. Floor coverings and textiles will combine vivid palettes.
- 6. PRINT QUALITY** will be flawless. Consumers will fall in love with color on everything.
- 7. LARGE FORMAT COLOR** will predominate.

isn't the blued whites we're used to, where the blueing makes the white look whiter. This is raw white.

All around us, from transit and vehicle wraps to window displays, our world will be more dazzling this year.

Learn more about the hottest colors at [www.pantone.com/color-of-the-year-2017](http://www.pantone.com/color-of-the-year-2017)



## A Proud Partner

How much do we value our relationships with customers like you? It's a priceless quantity, thanks to partnerships like the one we have with Dexter Solutions.

Memphis-based Dexter Solutions provides comprehensive marketing and brand-delivery programs to clients, which are mainly large-chain hotels. They recently recognized Western States Envelope & Label as one of their top three highest performing partners in 2016. We were a top-three choice for this award from more than 400 vendors based on 2016 performance.

Western States Sales Rep Jason Evers works with Dexter Solutions to provide products for its clients. In fact, Jason was instrumental in analyzing ordering patterns and suggesting quantity increases that yielded significant volume discounts. Jason's efforts also resulted in a 9-10% cost savings on two

high-volume items for Residence Inn and Fairfield.

"Jason is always quick to respond to emails. He also quickly corrected an invoice with wrong pricing. Beyond the numbers and results, Jason is a true partner dedicated to bringing real envelope and label solutions to our clients," noted Jeff

Parker, Director of Estimating, Planning and Procurement for Dexter Solutions.

"I'm honored to receive this award. Helping clients like this make the most of their envelope and label needs is one of my favorite parts of this career," said Sales Rep Jason Evers.

Jason has been a reliable partner with Dexter Solutions for over 15 years. "The word I look forward to most on this banner is 'beyond'. I want to help keep them moving in this direction well into the future."

Thank you Dexter Solutions!



WSE&L Sales Rep Jason Evers (left) receives the Top Performing Partner Award from Jeff Parker (right), Director of Estimating, Planning and Procurement for Dexter Solutions.

Western States has 2 **NEW** greens joining the 11-color Starburst lineup soon: **Colored Green and Lime 6¾** commercials to 10 x 13 catalogs.

**Product numbers:** 0146, 0407, 1499, 1519, 2029, 2035, 2989, 2998, 3176, 3167, 4158, 4163, 4963, 4964, 5141, 5140, 5706, 5716, 5726, 5734, 5798, 5797, 6955, 6953, 6948, 6951, 6949, 7051, 7368, 7369, 7418, 7417, 7564, 7569

## Customer Feedback

As always, you delivered with terrific feedback—**thanks!** We had **more than 251** requests for complimentary samples, catalogs, product comments and more information about our recent offerings.

This is *your* newsletter—please help keep it going strong. Send your comments, concerns, suggestions and ideas to:

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