



Western States  
Envelope & Label

# Grow with Compostable Seed Stake Labels

In this day and age, being a good steward of the environment is very important. Companies can go beyond talking about being green and make green practices part of their everyday business practices.

Since Western States Envelope & Label focuses on environmental initiatives, we wanted to create a product that promoted this focus while featuring an opportunity for customers.

So how did our “garden” grow? With a compostable product label to promote the spring growing season and our commitment to the environment. Customers could *Spring into Action* with a small seed stake showcasing a compostable label that’s inserted into the ground. This earth-friendly label is vibrantly visible in a garden, yet easily disintegrates when exposed to the weather.

## Plant the Seeds

After purchasing a compostable sunflower seed stake from a vendor, our team researched label materials that had compostable properties until we found the most effective option. Like the stake itself, the label needed to dissolve when exposed to the sun, rain and wind after the sunflower stake was planted.

## Watch Them Grow

This creative laser die-cut sunflower was an attractive way to welcome spring and introduce an innovative label product to our customers. Since environmental stewardship is a growing requirement in the printing industry, this label is an ideal green product option.

This project won a [2014 PEAK Award](#), and was featured in our 2014 Spring *Inside the Envelope and Label* customer newsletter.

When a customer responded via the perforated reply card with the newsletter, we sent a seed stake as a free gift. Of the 23,000 newsletters distributed, this promotion received more than 329 replies with requests for various product samples featured in our newsletter.

*In business since 1908, Western States Envelope & Label serves a national market of printers, distributors, and mailing service providers with expansive offerings, advanced manufacturing techniques and a commitment to environmental initiatives. Learn more at [www.wsel.com](http://www.wsel.com).*



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Western States  
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Wisconsin : 262-781-5540  
800-558-0514

Ohio : 419-666-7480  
800-835-3734

Kentucky : 859-283-1300  
800-354-9806

Minnesota : 651-773-8723  
800-366-1721

email: [cservice@wsel.com](mailto:cservice@wsel.com)