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Western States Envelope & Label

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Take Note of a New Way to Build Business

By Steve Brocker



The window of response-rate opportunity just got bigger with our new Peel 'n View™ Envelopes.

You received this newsletter in a sample envelope showcasing a custom version of our new Peel 'n View feature. It combines the benefits of a detachable note on the envelope's face with a hidden window beneath the note. The detachable note itself is part of the envelope during manufacturing. The back of the note has repositionable adhesive that sticks to any smooth surface without leaving residue. The note is a perfect leave-behind reminder for recipients to convey a special offer like *Special Store Discount for You on March 30!*

When the detachable note is removed, the 3" x 3" cellophane window under-neath

offers another option for relaying key messages to ensure the envelope is opened such as, *Open to receive your 1-day discount coupon!* Or personalize this message for even more impact: *Robert, open this envelope to find your special discount coupon!*

Numerous direct mail studies show that engaging the mail recipient with the envelope itself will increase the percentage of people that open the envelope and view the contents. Ultimately, this will increase response rates.

Unlike other repositionable note products, Peel 'n View's note is embedded in the product to eliminate added costs for purchasing, printing and affixing the note. Plus the Peel 'n View note can be printed with other copy on the envelope—even personalized!

Choose from any of our three Peel 'n View stock products, or create a customized version to meet your customers' needs. The stock products give you flexibility to do short runs, testing and quick deliveries. We even stock a right-hand address window version to show the recipient's mailing address on the collateral inside.

Your customers want and need more new business in 2013. Help them build that business with smart marketing ideas like Peel 'n View. Fill out the enclosed postcard or visit wsel.com/peel-n-view/itel for more about the benefits of this exciting new product!

President's Perspective

In an expanding economy, we all achieve growth along with our customers as their businesses grow. Under the current economic conditions, many of your customers aren't growing and they may be struggling to maintain profitability. These customers and potential customers of yours are looking for solutions which will help them to move their business forward. These conditions are creating opportunities for you to establish yourself as someone who can be an important ingredient in the solution they seek.



At Western States Envelope & Label, our mission is to become a key part of your own solution. We want to earn more of your business and provide you with the means to grow your business. We offer the most complete range of products, and can respond more quickly than anyone else in the industry. We want you to challenge us to help you to exceed your customers' expectations. In addition to our ongoing continuous improvement initiatives, our concentration this year is to further reduce lead times and expand product offerings and on-line ordering capabilities to make you more capable than ever of satisfying your customers' needs. We are also growing and improving the sales collateral resources which we provide to you like our sell sheets, statement stuffers, label pocket guide, and our new Print Apply App for your iPhone or Android.

Make 2013 a year of opportunity for you and your customers. Take advantage of what we can offer you to expand your product offerings and capabilities in envelopes and labels. We're ready to help you with the best team in the business. Put us to work for you today!

Thankfully yours,

Mark

Mark Lemberger
President

Postal Legislation Delayed

By Steve Brocker

The infamous 2012 gridlock in Congress had a direct impact on our industry, as postal reform legislation was not enacted. But with a new Congress and a new year, we won't stop working to move forward.

This critical legislation would give relief to the burdensome pre-funding requirements of the USPS for retiree health care and federal pensions by re-arranging the payment schedule

for these programs. The future solvency of the Postal Service is in jeopardy without this reform. Approximately 8 million jobs supported by the industry are affected. Inaction has led to bad financial news for the Postal Service that's not helping any of us.

What will help is our commitment to promote mail as a long-term and viable solution to customers' marketing needs. The USPS brand

along with our printing and mailing industry has a lot riding on this legislation. Let's not give up; the sooner this can get done, the better for all of us.

Steve Brocker is Vice President of Sales and Marketing at Western States. He is also chairman of the Postal/Government Affairs Committee for the Envelope Manufacturers Association (EMA) and is a member of the Postmaster General's Mailers Technical Advisory Committee (MTAC).

Less is More

A column dedicated to helping you be more efficient and environmental in your business practices...

Paper with a Purpose

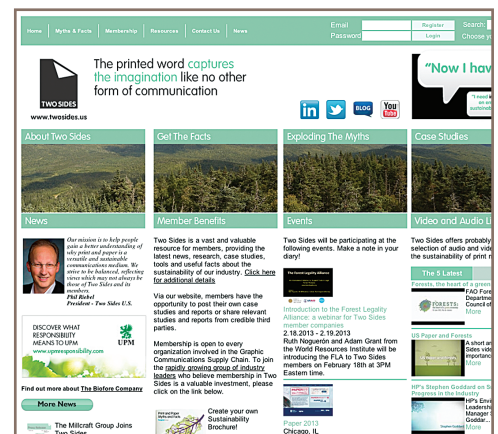
Reusable. Recyclable. Certified...there are many buzzwords associated with environmental responsibility in the paper and printing industry. The reality is that being a good steward of our planet's resources is also good for business. That's why Western States provides you and your customers with products and resources that make a positive environmental difference.

For example, we were a proud sponsor and participant in the September 2012 Sustainable

Forestry Initiative (SFI) Annual Conference in Milwaukee. Western States is also the first envelope manufacturer to join the Two Sides initiative. Two Sides is a non-profit organization created to provide members of the Graphic Communications Supply Chain a forum to promote the responsible production and use of print and paper, improve sustainability standards and practices, share experiences and maximize customer confidence in our products. Learn more at www.wsel.com/press-releases/2012-two-sides.

To find out how your business can earn Forest Stewardship Council (FSC), SFI or Chain-of-Custody (CoC) certifications or support their mission, go to www.wsel.com and select

"Passion for Preservation" under the main "Sustainability" tab.



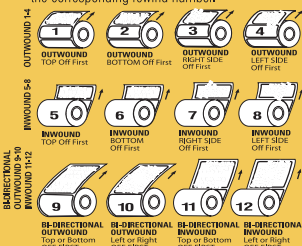
A Look at Labels

How Will this Label be Used?

When choosing materials, the label's "required performance" must be defined. Below is an application checklist to guide you through the process.

Machine Applied or Machine Imprinted – Begin by determining if the label will be machine applied or machine imprinted. If machine applied/imprinted, the following information is critical to ensure your labels meet the specifications of the application/imprinting equipment.

- Determine the width and length of the label on the roll. **Get Samples if possible.**
- Determine if labels are outwound or inwound and the corresponding rewind number.



- What is the size of the core?
- What is the maximum outside diameter of a roll?
- What is the web width and gap between labels?
- What are the slitting and splicing tolerances?
- Are missing labels permitted / is a leader required?

Barcode Label – If the label includes a barcode, these points should be addressed.

- What is the type of symbology being used?
- What are the number of characters per inch?
- What is the height of the barcode?
- Identify and specify the check digit if one needs to be included.

FREE Label Pocket Guide

This new column sticks to one topic—labels! We'll share tips, product info and clever ideas for marketing with labels to help you and your customers prosper. We'll start by answering some of the most common label FAQs:

- **How do I find the right label for my customer?** Start by gathering specific info about the application: what type of container or surface will the label be used on? How durable does it need to be? Will it be machine or hand applied? What's the budget? Need more info to help you make the best label choice? Call us at 800-558-0514 or go to www.wsel.com.
- **What is the minimum label quantity?** Most of our in-stock products start at 100; custom labels have a minimum quantity of... you tell us! With digital 4-color UV ink jet printing and laser die cutting, an order for one (1) label is not out of the question.
- **Is there an extra cost for extra colors?** Not for digitally printed labels. Ordering a one-color or multi-color label is the same price.

- **What if I can't find the label size or shape I need?** We'll custom create the exact label you're looking for!
- **Can I get help with specifications or graphic design?** Our sales reps and label Customer Service Department can help you with unique and sometimes complex technical requirements for a label. Our Label Division also has dedicated graphic designers on staff to help you craft an eye-popping design that will wow your customers.

In the design or documentation stage, it is important to include information specific to the end use of your labels. The conditions under which the label performs will determine what face material, adhesive, and liner will be selected to manufacture the label. In order to help you understand what important questions you need to ask, we have created a pocket guide. Check the box on the return reply card to receive your free guide, or go to www.wsel.com/labels/pocket-guide and fill out the online form. Or to learn more about labels, visit www.wsel.com or call 800-558-0514.

On the Road with Western States



Visit us at booth #437 at the 2013:

PSDA Expo:

Wednesday, May 8th
and Thursday, May 9th

Navy Pier in Chicago, IL

Go to www.psd.org/2013 for more information.

2013 USPS Promotions You Can Use

Mobile Coupon / Click-to-Call

Runs **March 1–April 30, 2013**. Receive an upfront **2% discount** on integrating mail with mobile technology. This promotes the value of direct mail in two ways:

1. Encourages customers to integrate hard-copy coupons in the mail with mobile platforms for redemption.
2. Drives consumer awareness and increases usage of mail with mobile barcodes that provide click-to-call functionality.

Registration is January 15, 2013, to April 30, 2013.

Earned Value Reply Mail Promotion

Runs **April 1 – June 30, 2013**. First-Class Mail Business Reply and Courtesy Reply mailers

receive a **\$0.02 postage credit** for each Business Reply Mail (BRM) or Courtesy Reply Mail (CRM) piece scanned in the postal network. This promotion encourages mailers to promote First-Class Mail as a primary reply mechanism for their customers. It also provides a financial benefit when CRM/BRM envelopes are used.

Registration is January 15, 2013, to March 31, 2013.

Four more USPS promotions are coming up later this year:

1. Picture Permit,
2. Product Samples,
3. Emerging Technologies offer and
4. Mobile Buy-It-Now offer.

For more on all 2013 USPS promotions, visit <https://ribbs.usps.gov/index.cfm?page=mobilebarcode>.

Postal Partners

Our Postal Partners are Here to Help...

Western States has the answers to all things USPS-related, thanks to these employees who completed the Envelope Manufacturers Association's Postal Partners Program and are recognized as expert

postal resources in our industry. We proudly have 32 certified Postal Partners—ready and willing to assist you. Just one more way we're here to help your business grow. To reach one, please call us at 800-558-0514.



Top row, left to right: Richard Leunig, Jennifer Dauss, Matt Wieckowicz, Chris Pilarski, Vicki Kuenn
Bottom row, left to right: Angela Degner, Jenie Gao, Katie Nelson

Building an Online Audience

Does engaging your target audience online seem overwhelming? It's not. In fact, it's as simple as starting with ideas like these:

• Contact through a Contest:

People love to win stuff, so run a contest to build your prospect list. They can enter by submitting their email address and answering a few quick questions that give you the lead-generating info you need. Promote the contest through all your online outlets (website, blog, social media) or at industry events you attend.

When running a contest on social media, make sure to research and adhere to the site's specific guidelines.



An example of a contest Western States runs on www.facebook.com/WesternStatesEnvelope using a qualified third-party app.

• Poll Them:

This is an easy yet effective option for finding out who's following you online. Have your poll focus on whatever subject helps you learn more about your audience, such as: How do you search for businesses like ours? Which of our services do you value most (a, b or c)?

• Welcome Them to a Webinar:

This is a terrific way to share your expertise and promote interaction with customers and prospects. Let them ask questions and exchange ideas during the webinar. Use web programs like GoToMeeting.com so you can record your webinar and post it on your website or blog for future reference.

In Our Product Spotlight

Digital Wonders

Digi-Clear® envelopes deliver exceptional quality on all digital four-color laser/toner-based equipment. They're proven to withstand higher temperatures without shrinking, wrinkling or distorting. We've recently expanded our product line, plus offer custom manufacturing to meet any application.



Digital labels are ideal for shorter, more customized applications. In fact, there's no minimum quantity and you don't have to sacrifice value or durability. For more about our label offerings, go to www.wsel.com/labels/products-materials.

FREE pocket guide is a handy tool to help give you quick access to valuable digital and standard label information. Request your copy

on the return post card included with this newsletter or go to www.wsel.com/labels/pocket-guide and fill out the online form.

To learn more about our digital offerings, contact your Western States sales rep, call Customer Service at 800-558-0514 or go to www.wsel.com and select "View Our Catalog."



Thumbs Up For Online Ordering

Here's what one of our customers, an assistant production manager, recently said about his online ordering experience with us:

"I wanted to let you know how much of a pleasant experience it was for me. It was very explicit and user-friendly; especially to log in and order items I needed within minutes. A lot of the vendors we use have been trying to incorporate an online catalog for purchasing and it's been a 'hit and miss' kind of thing. . . I was VERY impressed with your online system. I see this as a great tool I can use every day, though I will miss dearly talking to the great group of Customer Service Reps you have in-house. It has always been a pleasure working with you guys and I look forward to doing so in the future. Thanks again for all you do."

Experience online ordering for yourself—go to www.wsel.com and click "Order Online Now" to get started, but by all means call us when you have a question or a difficult special order we can help with!



Holiday Closings

All Western States Envelope & Label locations are closed to observe these holidays, but our online ordering is always available for your convenience:

Good Friday:
Friday, March 29

Memorial Day:
Monday, May 27

Independence Day:
Thursday, July 4
and Friday, July 5

Labor Day:
Monday, September 2

You can always find our latest holiday closings at www.wsel.com/holiday-closings.



FREE Tools for Your Business

From statement stuffers to sell sheets, we offer you many FREE marketing tools to help build your business. To get the new **Android** version of the **Print Apply App** that we sponsor, follow the link, www.wsel.com/printapply. For more tools, visit www.wsel.com/product-flyers.



Read Our Blog

While you're finding valuable resources and products at your fingertips, stay in the know in our industry by reading our new blog. Hear what Western States Envelope & Label experts have to say about everything envelopes, labels, direct mail, postal, environmental. . . well, you get the idea. A link is located in the white triangle at the top of our home page, or at www.wsel.com/blog.

Customers' Corner

Thanks for your tremendous feedback from our last issue! We received a total of 152 requests for product samples and info about online ordering, as well as some helpful comments.

This is *your* newsletter—please continue to help us keep it going strong. Send your latest contact information with any comments or suggestions. There's no deadline because we're always looking for your input. Plus we'll reward you with a free gift! Contact:

Renee Berger, Editor
Eric Kidman, Marketing Specialist or
Russ Nadasdy, Graphic Designer
Inside the Envelope & Label

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Please Call, Email, or Complete the Reply Card to Send Us Your Comments, Questions or Request Samples.



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