



Wisconsin • Ohio • Kentucky • Minnesota



## Western States Envelope & Label

### What's Inside

Summer 2012

Your Challenge. Our Solution. . . . . page 2  
 A Site to See: the New wsel.com . . . . . page 2  
 USPS Mobile Barcode Promotion . . . . . page 3

New Picture Permit Imprint Indicias. . . . . page 3  
 Printed Envelope Power. . . . . page 4  
 New Product Spotlight . . . . . page 4

### Harness the Power of Packaging and Labeling

By Steve Brocker

Salt and pepper. Meat and potatoes. Peaches and cream...it's hard to imagine one without the other. The same holds true for packaging and labeling. When these two forces come together effectively, success feels like second nature.

The label's purpose in packaging, first and foremost, is getting customers to purchase a product. Following second is the label's functionality—the information it provides about that product. Another important purpose of a label is warehousing and logistics. When serving these purposes, labels can provide tremendous opportunities to packaging.

A customer is going to infer a lot about your client's company from the label. The quality of graphics, for instance, might reflect your client's attention to detail. To sell packaging effectively, it's important to have a label that fits with the client's value proposition in their market. Unique substrates, foil transfer or embossing are all options that help a label

gain attention and project a company's image or brand.

An effective label is one that reflects a company's identity and performs flawlessly from the time it's applied to a product to the end of its use. A failed label can waste valuable production costs and time. To guarantee that each label meets the rigors of its packaging counterpart, you must ask the right questions upfront to your customer. You need to know exactly what that label must endure so you can find the best blend of substrate and design. Once you find the right label ingredients for your customer, test and test again to make sure the end-product is a successful one all around.

If sustainability is important to your client, remember that Western States has many label face stocks made with post-consumer content. We've also been recycling 100% of our label waste into fuel pellets for more than three years. Also, our label facility in Sun Prairie, WI is built with energy efficiencies like tilt-up concrete walls to provide better insulation and a 50% savings in energy costs. These environmental features are values that many of your clients may be looking for in a label provider.

Experience is another factor that will help your client's label and packaging duo shine. Work with a proven label provider that's familiar with all the available substrates, has a versatile equipment base and a strong graphics department. A knowledgeable staff can also help you ask the right questions so you can meet your customers' label requirements successfully.

Need to find the perfect label for your next client? Look no further than Western States—call your sales rep or Customer Service at 800-558-0514.

#### Give Your Client a Competitive Edge:

- Ask a lot of questions about the label's use to determine a winning label product that performs and enhances packaging (application environment, texture/make-up of product surface, product's lifecycle, etc.).
- Explore unique label features (substrates, shapes, colors, embossing) that will differentiate your client's label from their competition.
- Consider creative designs or eye-catching graphics that work in tandem with packaging to drive more customers to that product.

### President's Perspective

Occasionally you hear the term "Customer Lifetime Value" used by businesses who try to take a long-term approach on how they relate to their customers. Some businesses, magazine publishers and insurance companies for example become very scientific and use elaborate formulas to calculate a current customer's exact value to their organization over a lifetime.



At Western States Envelope & Label we don't go to those extremes, but we are very conscious of the value a satisfied and loyal customer has to our organization. It drives us to place greater emphasis on customer service and long-term customer satisfaction rather than simply maximizing our return on short-term sales. I'm sure that many of you employ the same philosophy in your own businesses to help you develop loyal, long-term customers. Having been in business for 104 years, we certainly have an excellent perspective on what "lifetime" means.

Another area of lifetime value we think about here at Western States is "Supplier Lifetime Value". Do you value a supplier who:

- Answers the phone quickly, with a live person?
- Has a well-trained, knowledgeable and experienced customer service staff?
- Has a long-term professional sales force focused on ways to help make your business grow?
- Can ship any one of nearly 1600 stock products to you within 24 hours?
- Will always go to extreme lengths to help you find a solution to your current needs?

We think you do, and your loyalty to us supports our efforts to continually improve ourselves for you.

We strive to be the supplier whom our customers feel will always bring the best overall value and performance to the table. Considering all of the factors that motivate you to demonstrate long-term loyalty to a supplier such as a supplier's reliability, responsiveness, ease of doing business, quality, pricing, competence and expert advice, our mission is to be that supplier who can most consistently provide you with the best mix of all of those factors. We know that if we do this for you, you will be able to demonstrate a higher "Supplier Lifetime Value" to your own customers and grow your business.

Thank you for giving us the opportunity to demonstrate our value to you. Put us to work for you today!

Thankfully Yours,

*Mark*

Mark Lemberger, President

## Your Challenge. Our Solution.

**This case studies column shares innovative ways we've helped businesses face challenges by crafting new envelope and label solutions.**

**Client:** A check and statement processing company whose client is a major automobile manufacturer.

**Product:** Roptex Open End Catalog Envelope with a customized vertical Glassine Lookin window and a Pres-Stik seal.

**Challenge:** The client needed an envelope for inserting multiple price tag labels that are viewed in new car windows at dealerships. These envelopes are then mailed to the appropriate dealerships with the address

visible through the envelope's window. The envelope they were using had some quality issues, such as the label catching on the window when it was inserted.

**Solution:** To alleviate the catching issue, we redesigned the envelope by putting the window closest to the envelope flap instead of near the bottom fold. With the window at the top, there was no catching and the labels were hand inserted quickly and properly the first time around. This design saved valuable inserting time and has led to repeat business, as well as additional product orders.

**Client:** A printer wholesaler of commercial stationery products whose client is a glass manufacturer.

**Product:** Removable Adhesive Label with an imprintable polypropylene overlamine.

**Challenge:** The client needed a removable label to use during product fabrication. The label had to serve as a job ticket with fabrication details/codes, and had to be removed from the glass and used as a shipping label for packaging.

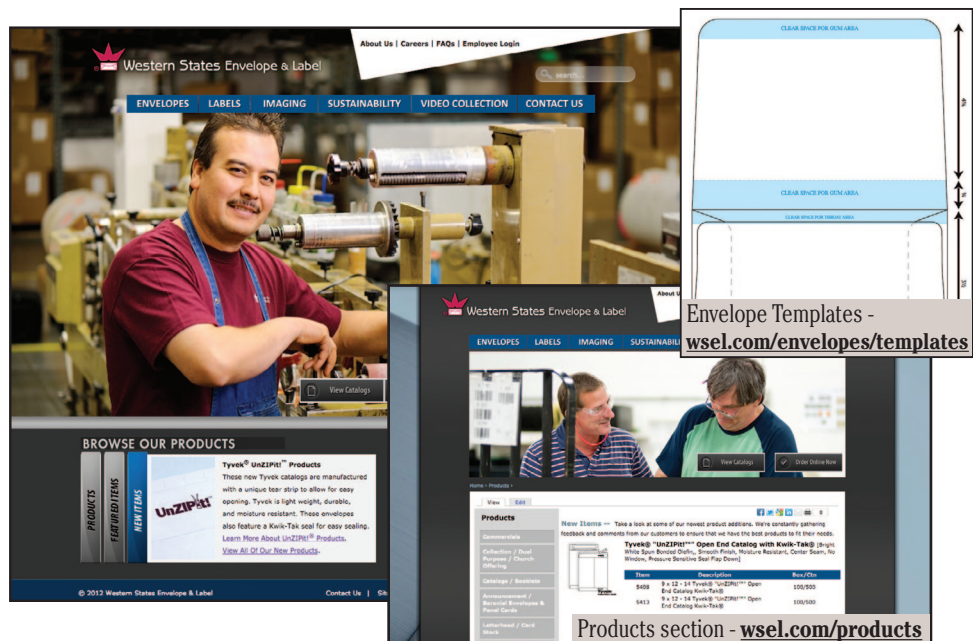
**Solution:** The client was extremely pleased with the end result. Our multi-purpose label cut label costs down and improved production by eliminating the downtime spent on replacing labels that were previously lost or destroyed during fabrication.

## A Site to See: the New wsel.com

Templates to help you create envelopes and labels for your customers. Enhanced product listings. Shopping and 24/7 online ordering. Ideas and tips for greener business practices... These are just a few of our new website offerings we launched this spring: go to [www.wsel.com](http://www.wsel.com) to see more.

"We wanted to create an online experience for our customers that was engaging and valuable to help grow their business," noted Mark Lemberger, President & CEO of Western States Envelope & Label.

This new site now provides you with many new tools and a great search function at the touch of a button. "This enhanced site builds on our social media success by directing the exchange of ideas and information to a one-stop online resource," added Renee Berger, Marketing Manager for Western States.



## More Media Tips

In the last issue, we shared a couple tips for using social media and your website to engage your audience and help build business. Here are a few more ways you can make multimedia work for you:

- **Use News:** Create a simple Newsletter to keep customers/prospects abreast of what your business is up to. Tie useful industry information into products and services you offer. They can subscribe through your website, and you can promote it through social media outlets like Facebook, LinkedIn and Twitter.

- **Show Off Your Testimonials:** Use YouTube or your website to create simple testimonial videos. These videos can really bring your testimonials to life and set you apart from your competitors.



- **Chat about That:** Twitter is a perfect medium for attracting an online audience in an interactive way. Host a Twitter Chat or Twitterviews: They're simple, successful ways to share your expertise. If you're new to Twitter, learn more about their offerings and follow other tweets in your field—the site has an abundance of useful "Twitter 101" information.





## Less is More...

### The Plus Side of Paper

Many people think using paper goes against the grain of being environmentally responsible. This perception couldn't be further from the truth.



Paper is a timeless product, mainly because it's one of the few truly renewable resources on our planet. In fact, paper is one of those rare consumer products that is plant-based *and* 100% recyclable. Paper does more good than harm when it's made and recycled responsibly. Here's why:

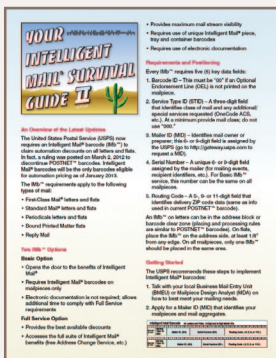
- Energy-wise, recycling paper is better than burning it. In fact, paper fibers can be recycled up to a dozen times before they're too short for papermaking.
- Paper recovery today has nearly doubled, thanks to the paper industry setting and achieving incremental paper recovery goals since 1990.
- The number of forestland acres in the U.S. has essentially remained unchanged during the past century (approx. 755 million acres).
- The volume of annual net U.S. timber growth is actually 36 percent higher than the annual volume of trees removed.

We have many products that use paper wisely: go to [www.wsel.com](http://www.wsel.com) under "Sustainability" to learn more.

## Get Your Latest Imb Guide

As you know, navigating the Intelligent Mail® barcode (IMb™) process can be overwhelming. That's why we have a free resource to help you and your customers create Intelligent Mail® barcodes efficiently and effectively.

Your **Intelligent Mail® Survival Guide II** is an updated version of our IMb™ help sheet that's filled with valuable information. Request your free copy – fill out the return postcard, call us at 800-558-0514, or go to [www.wsel.com/envelopes/postal-information](http://www.wsel.com/envelopes/postal-information).



## Summer is the Season for Savings

As temperatures rise, so do the savings when you and your customers participate in the Mobile Commerce and Personalization Promotion from the United States Postal Service.



Scan this code to learn more about the mobile barcode promotion.

From **July 1 through August 31, 2012**, the USPS will offer an upfront **2% discount** on Standard Mail® and First-Class Mail® letters, flats and cards (presort or automation) that include a two-dimensional barcode or print/mobile technology that's read or scanned by a mobile device (QR Codes, snap tags, digital watermarks, etc.). The technology must direct recipients to either a mobilized web page where a purchase can be made or a customized page with a personalized URL that's unique for each recipient.

To learn more, download our free flyer at [www.wsel.com/mobile-barcode-promotion](http://www.wsel.com/mobile-barcode-promotion), contact your Western States sales rep or call Customer Service at 800-558-0514.

## Picture This...A Picture Permit Indicia?

The United States Postal Service now offers Picture Permit Imprint Indicias, which turn your permit area into a smart marketing tool. Use this area for logos to build brand recognition; feature promotional messages; run photos of key service staff members...or whatever else you can envision!

To learn more, download our free flyer at [www.wsel.com/envelopes/postal-information](http://www.wsel.com/envelopes/postal-information), contact your Western States sales rep or call Customer Service at 800-558-0514.

### OLD

PRESRT STD  
U.S. POSTAGE  
PAID  
MILWAUKEE, WI  
PERMIT NO. 4922



### NEW

US POSTAGE PAID  
FIRST-CLASS MAIL PSRT



PERMIT #1234  
WESTERN STATES ENV & LBL

## Two PEAKs in 2012



Western States received two Print Excellence and Knowledge (PEAK) Awards at the 2012 Print Solutions Conference & Expo from June 4–6, 2012 in Baltimore, MD. We earned a Grand Award for a golf training aid "Grips Guides" envelope package, and an Award of Excellence in the Labels & Tags–Prime Category for embossed labels for Maravilla cigars.

Hosted by the Print Services and Distribution Association (PSDA), the PEAK Awards highlight unique and successful print applications. Learn more at [www.wsel.com/wse-industry-news](http://www.wsel.com/wse-industry-news).



Sponsored by:



## Here to Serve You...

### How Can We Help? Let Us Count the Ways...

Have a question about one of our products? Need a quote or a product sample? Want to find the sales rep nearest you? There are plenty of ways we help customers like you each day, and plenty of ways to contact us whenever you need us:

- **Call Customer Service:** This is best if you want to talk to a live professional who can help you with any aspect of our business. Call our Customer Service team at any of our locations.

- **Find Your Sales Rep:** Check the bottom of this page for the Western States location nearest you. Or call our Customer Service team at any of our locations and they will put you in touch with a dedicated rep in your area.
- **Go Online:** Our newly redesigned site has many user-friendly options like live chats and 24/7 online ordering. Click for yourself at [www.wsel.com](http://www.wsel.com).
- **Socialize With Us:** Facebook, Twitter, LinkedIn, YouTube...we're on all the big social media sites and more. Say hello and we

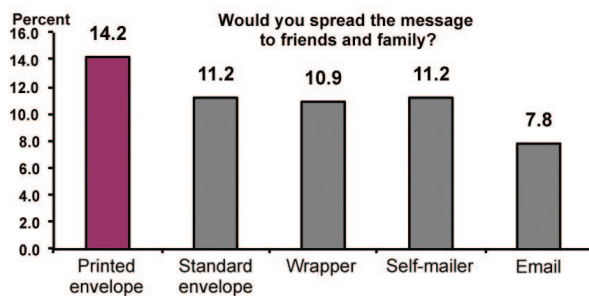
will help you to grow your social media site. Find us at each one directly, or go through [www.wsel.com](http://www.wsel.com).

- **Scan Us In:** Scan here to visit our mobile-friendly site and use your smart phone to learn more about how we can help your business grow.



## Envelope Power - A Study from Nielsen Media Research

This chart, from a study by Nielsen Media Research, offers some pleasantly surprising statistics. Looks like traditional mail still makes more of an impact and offers the most personal way to reach recipients! In addition, Nielsen also found that 84.5% of contents received in a printed envelope were read by recipients – the highest in the study.



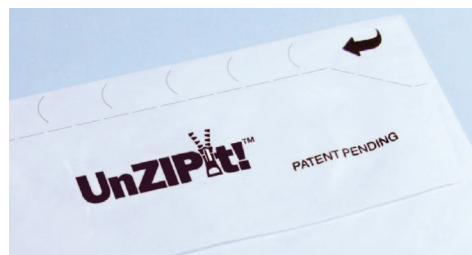
Source: Nielsen Media Research GmbH, 2012

## In Our Product Spotlight

### Tyvek® UnZIPit!™ Kwik-Tak® Envelopes

These new catalogs are manufactured with a unique, easy-open tear strip.

Made from lightweight, durable, moisture-resistant Tyvek, these envelopes feature a Kwik-Tak® pressure sensitive seal and a new zipper perforation design. Available in 2 standard sizes: 9 x 12 and 10 x 13. Tyvek envelopes are now easy to open!



### Hot Melt Permanent Adhesive Labels

We created a PEAK award-winning label for a cigar manufacturer that may be a perfect solution for one of your clients. It was a 56# Bright Silver Metalized Paper Hot Melt Permanent Adhesive Label with a 40# liner. This 2-color label (185 Red and Dense Black) combined printing with embossing, which saved several thousand dollars on engraved tooling costs. Also, adding the ink made the embossing stand out much better than embossing without ink.



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



## WESTERN STATES ENVELOPE & LABEL

Wisconsin  
P.O. Box 2048  
Milwaukee, WI 53201-2048  
800-558-0514

Ohio  
P.O. Box 966  
Toledo, OH 43697-0966  
800-835-3734

Kentucky  
P.O. Box 18730  
Erlanger, KY 41018-0730  
800-354-9806

Minnesota  
980 Berwood Ave. East, Ste. #400  
Vadnais Heights, MN 55110-5110  
800-366-1721

## On the Road with Western States

Watch for us at these upcoming trade shows:



### 2012 MFSA Annual Conference

June 24–27, 2012  
Historic Grove Park Inn  
Asheville, NC



### IPMA 2012 Educational Conference and Vendor Fair

June 24–28, 2012  
Intercontinental Hotel  
on the Plaza  
Kansas City, MO

## Customers' Corner

As always, we appreciate your loyalty and your business! From our last issue we received 308 reply cards, 158 sample requests and 181 requests for online ordering. Thank You!

Please help us keep *your* newsletter going strong. Send us 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*

Western States Envelope & Label  
P.O. Box 2048 Milwaukee, WI 53201  
e-mail: [marketing@wsel.com](mailto:marketing@wsel.com)

Come Socialize  
With Us

