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Western States Envelope & Label

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Autumn 2014

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Thank You and Farewell

By Steve Bocker



This is my last article as an employee of Western States. It has been a 40-year ride and a grand one at that. I have been blessed to work for a company that embraces new ideas. Not all of mine have worked out perfectly ☺. I have always had the philosophy of nothing ventured, nothing gained. The company has been very kind to me; even on those nothing gained ventures.

I have warm and nostalgic feelings for my former customers and my 24 years in the Chicago area. I miss them a lot. Chicago really is the City of Big Shoulders. The people I met and worked with there lifted me up and made me step up to be better than I ever thought possible.

I owe so much to the employees of Western States who taught me everything important about our business and how to take care of our customers. The people who work hard to make our products are

incredibly talented and dedicated. It has been a privilege to represent them to our customers.

I tell the young people we hire that our industry has never had as much potential as it does right now. Printers are going through a digital revolution that will transform communications. Mobile devices will continue to evolve into the fabric of American life, and as printers and mailers, we need to evolve with them. Our industry has a chance to create the future; not just hang on for the ride. For those of you just coming into the business, it doesn't get more exciting than that—to be part of a communications revolution, does it?

I am looking forward to the next chapter. Thank you for being a customer of Western States. It has been a pleasure to serve you, and I wish all of you the very best of health and prosperity in the coming years.

Warmest Regards,

Steve Bocker

Steve Bocker
Senior VP Sales & Marketing

President's Perspective



Our customers have been very busy with us so far this year. We are increasingly finding that people in the printing trades are discovering that the best way for them to grow their business is to partner with a supplier who knows their business, can help them find solutions, and can quickly respond with a consistently reliable performance. If your supplier can't do this for you, you are vulnerable.

We have been gearing up all summer long to be able to help you with your increased business volumes this fall. Our industry-leading inventory of stock products is at record high levels in terms of both quantity and variety. We are ready to ship to you today. We have continued to improve our processes and have increased our capacity to allow us to quickly respond to your custom envelope and label needs of any size or quantity. We don't want you to be vulnerable. We want you to be able to say "Yes I can" to all of your customers' envelope and label requests.

A recent article in *What They Think* stated that one of the primary reasons printers struggle to grow is that they often limit their sales efforts to what they can manufacture themselves. Is this because they haven't been using suppliers who they can trust to perform up to expectations? Consider Western States Envelope & Label as your trusted partner who will help you get the envelope and label business in your market that will help you grow your business this fall.

We're here and we're ready. Give us a call and put us to work for you today.

Thankfully Yours,

Mark

Mark Lemberger
President/CEO

'Tis the Season for Sales

Want to help your customers sell more seasonal items during the holidays? Add flair and attract buyers with envelopes and labels. From unique sizes to festive colors, these products can really make a profitable statement.

Labels Leverage Sales

Seasonal product labels help customers identify their favorite limited-time offerings. Specialty beverages, candles, decorations, appetizers, desserts...customers feel festive when they buy and are more prone to stock up during the holidays.

There's actually a science behind holiday items selling like hotcakes. When a product is only offered in short supply, on sale and/or for a limited time, people feel more compelled to buy it while they still can. Simply do an Internet search for *the psychology of holiday retail spending* to discover the behavioral science side of seasonal shopping.

Add labels with language that conveys a "compelling" mentality, such as "Special Seasonal Fragrance," "Limited Edition," or "A Holiday Exclusive." Then create a label that's festive, eye-catching and a true expression of a particular product.

Beyond products, holiday labels can also build awareness of a special event, store promotion or fundraiser. In the spirit of celebration and giving, labels make gifts extra special or help solicit more donations. Consider adding holiday labels to: envelope flaps, seasonal food and beverages, candles, static clings (great as window decorations), and customized wrapping paper & gift tags.

Envelopes Generate Holiday Excitement

The holidays are filled with special events, and what better way to make those events special than with envelopes. Special sizes, stocks and features like free grooving (during our fall promotion) and foil lining can really make an

invitation or solicitation for contributions stand out in the mail. Or a unique envelope design like our Peel 'n View® includes a "hidden window" and a tear-off note to help recipients keep track of special holiday sales and/or events.



Besides being more attractive and interactive, did you know envelope color makes a difference? For example, there's proven data to support the marketing success of red envelopes—go to www.wsel.com/red-envelope to learn more.

Ready to help your customers add holiday sparkle with envelopes and labels? For great ideas, product suggestions and complimentary samples, contact us at www.wsel.com or call Customer Service at 800-558-0514.

Stand Out and Deliver:

How to Create Eye-Catching Envelopes & Labels

Look at me! Buy me! Open me! Call today!

If a direct marketing piece or product on a store shelf could talk, this is what you'd want it to say. The good news: they can make these statements with the right envelope and label designs. Or actually talk with scannable QR codes to videos and web landing pages! Consider these valuable tips...

For Labels

- **Balance between less and more.** While some labels are busily stuffed with important info, others are too skimpy on content. The key is to convey the necessary information and personality of the brand you're selling.
- **Material matters.** Label materials are the "behind the scenes" elements in a label's success. In other words, a label may look good enough to generate sales, but if it doesn't withstand the right environmental demands, all bets are off (along with the label).
- **Color wonder.** Create labels with colors that pop out on a shelf or best reflect the product's brand personality. But it's not about choosing "the color;" it's about choosing "the right color" for that particular product.

- **Size to scale.** When creating labels for multiple sized products and packages, remember to create a design that scales to various sizes. This saves on production costs and maintains branding efforts more effectively.
- **For Envelopes**
- **Be a tease.** Why wait for a recipient to open your envelope? Teaser text creates that desire so they do just that. Some examples:

*What would you do with an extra \$100/month?
Details inside.*

Spend 10% less at the pump—open to learn more.

- **Be bold.** Create envelope design elements that attract—unique colors, funny images, photos or artwork.
- **Call them to action.** Use a peel-off sticker on the envelope to motivate recipients to open and take action. Or try unique options like our reusable EcoEnvelopes™ or interactive Peel 'n View® envelopes.
- **Enhance the envelope itself.** Think about ways you can avoid mailing the typical white, #10 envelope: use a colored stock (from our Starburst® or Prism® lines), or add grooving (free until Oct. 31, 2014).

Be Our Guest Update...

A big, blogging THANK YOU to those who joined our *Under the Flap* blog from our *Be Our Guest* campaign in the last newsletter issue!

We have some amazing stats to share. According to Google Analytics, we went from 39 blog views in January 2014 to 659 views this September!

We also want to send a round of applause out to our *Be Our Guest* prize drawing winners:

- Paul M. won the \$50 Amazon Gift card
- Jim L. won the Portable USB Charger
- Laura E. won the Google-Chromecast HDMI Streaming Media Player

Thanks, too to our **first Guest blogger, Jerry Wick from Custom Data Too Mail, Inc.** who shared his experience with variable inserting. And thanks to the guest bloggers who plan on blogging with us in the future—we can't wait to hear from you!

Haven't guest blogged before? That's OK! You can blog about any industry topic you want: share a new marketing idea, mailing tips, a service success story...the whole purpose of blogging is to open an exchange of ideas with fellow professionals.

Haven't joined our blog? Sign up today and be a future guest blogger at www.wsel.com/blog.

Promoting the Promising Future of Print

When Pete Fioretti talks about what he does for a living, you don't hear a canned job description. You hear passion and excitement. Qualities he hopes will attract printing industry professionals of the future.

Pete has been an outside sales rep with Western States for five years, serving the Chicagoland area. He was recently profiled in a print industry



recruiting and marketing piece created by the Great Lakes Graphics Association.

Entitled *Go Print!*, this brochure talks about the innovative and exciting opportunities that the printing industry offers

and profiles young professionals in the industry.

"I became interested in print because the medium continues to prove itself as a reliable method for sending a message that sticks with people. I'm very excited about my work. It's kept me totally engaged and that's why I like to talk about it," Pete said.

To-date, Pete noted that the Association distributed 50 of these brochures each to 62 universities, technical colleges and high schools in Wisconsin. It's also been widely distributed in Illinois.

The Great Lakes Graphics Association, an affiliate of the Printing Industries of America, is the trade association dedicated to representing the graphic arts industry throughout Indiana, Illinois and Wisconsin through education, promotion and public affairs.

To further promote print among young professionals, Pete is also involved with the Young

Media Alliance, an organization that connects passionate, young professionals in the print/media industry.

Pete hopes his efforts and passion will rub off on those considering a career in print.

"The industry is always trying to differentiate itself. I've been a part of so many great challenges and projects—there's no choice but to learn."

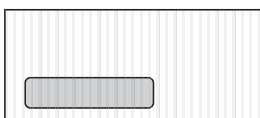
To learn more about the *Go Print* initiative, email Marketing at marketing@wsl.com.



In Our Product Spotlight

Get Your Groove On

Add elegance to your customers' envelopes with **free grooving** now until Oct. 31, 2014. The distinctive vertical embossed grooves enhance texture, creating a high-end look and feel. The grooves stand out and increase the chances of an envelope being opened, which boosts response rates.



Show your customers the Western Groove difference at no additional charge during our Fall Promotion until October 31, 2014.

For more details and a list of our grooved envelope products, visit www.wsl.com/western-groove.

Add a Tint

Inside tints not only keep an envelope's contents more secure, they add a subtle mark of distinction to an envelope's design. Western States offers many standard tint patterns, or we can create a custom pattern that best suits your customer's application.

For more info, visit www.wsl.com/envelopes/inside-tints.



Your Challenge. Our Solution.

This column shares examples of innovative ways we can help you help your customers...

Customer:

A small Boutique

Product:

Shrub Beverage Product Labels

Challenge:

Shrub is a nonalcoholic drinking vinegar, first created in the 1700s, known for its health benefits and digestive properties. This product label had to draw attention and introduce consumers to a piece of history that's been tastefully reborn. A small boutique needed a label design to match their product's handcrafted qualities, as it's made with organic apples from Wisconsin orchards.

Solution:

We created a distinctive yet durable permanent shrub beverage label that was machine-applied and can withstand varying temperatures. The label was exclusively designed to encourage consumers to try a bottle of this unique beverage.



Add Color for Less

The United States Postal Service (USPS) has a way to connect with more customers through the 2014 Color Print in First-Class Mail® Transactions Promotion.

During this promotion, which runs until **December 31, 2014**, businesses that create bills and statements using color print technology and consumer messaging will get an **upfront 2% discount** on eligible mailpieces. For details, go to www.usps.com/business/promotions/color-print-in-first-class-mail-transactions.htm.

Let Western States add color to your customer's envelopes or enhance their Color Print mailings with labels. Contact us at www.wsl.com to get started.



Schreiner Succeeds in Sales

Jim Schreiner doesn't like to sit still. He's happiest when he's on the go, solving challenges and meeting deadlines for his customers. And that makes us happy to recognize him as recipient of our 2014 David C. Reed Sales Excellence Award.



Jim has been with Western States Envelope & Label for 32 years. As an outside sales rep, he serves Metro Cincinnati, Louisville and Lexington, KY and as far west as Evansville, IN.

A typical day doesn't exist for Jim, but that's what he enjoys most. "The best part of being a sales rep is meeting daily challenges, whether they're imposed by the customer or ones I set for myself. It's also gratifying to meet or exceed customers' expectations by meeting their needs when others can't. They depend on us to be an extension of their company. If we do our job, they will continue to call us instead of anyone else."

Though his free time is limited, when Jim is off he enjoys hanging out with his grandkids (5 and 2). "We'll be heading to the pumpkin farms soon."

To contact Jim Schreiner, call Customer Service at 800-835-3734.

The late David C. Reed was a long-time Western States employee revered by many customers. Since 2002, this annual Award has been presented to the Western States sales rep that personifies and inspires in others the qualities he held most dear: integrity, perseverance, commitment to excellence, dedication to success, superior achievement and a positive attitude.



READ THIS Before Mailing Translucent Envelopes

When mailing **30# Western Translucent envelopes** in an automation mailing for letters, we recommend using an **opaque white label** for your address block with barcode. The translucent paper is not clear enough to print the address on an insert that would show through the paper. If an address is inkjet printed on the translucent paper itself, it's likely to smear. You'd also have an unreadable barcode from background graphics showing through the paper.

To avoid losing a postage discount, it's best to verify postage with a Mailpiece Design Analyst (MDA) or your local Business Mail Entry Unit (BMEU.)

Open Online For Your Convenience

Though our actual locations will be closed to observe the upcoming holidays listed below, our online ordering is open for business 24/7.

Thanksgiving:

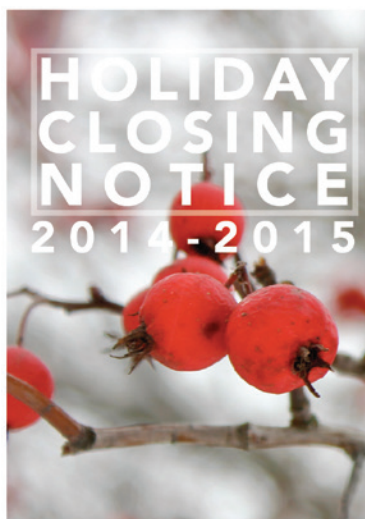
Thursday and Friday, November 27 & 28

Christmas:

Wednesday and Thursday, December 24 & 25

New Year's:

Wednesday, December 31 and Thursday, January 1



Please Call, Email at www.wsel.com/contact, or Complete the Reply Card to Send Us Your Comments, Questions or Request Samples.



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Customers' Corner

We're thrilled to share just some of the many great things customers like you are saying about Western States! Watch for more in future issues:

- "We are big fans of your company!"
- "Your customer service people are most helpful and knowledgeable."
- "Coming from a 'printer at birth' standpoint—your site, content and social media strategy completely ROCKS!"
- "Have been very pleased with your products."

We also want to thank those of you for joining our blog. As we mentioned in our *Be Our Guest* blog update article, we've grown from 39 views to 659 views with more joining daily! Haven't joined our blog yet? View and do it at www.wsel.com/blog.

This is your newsletter—please help us keep it going strong. There's no deadline because we're always looking for your input, plus *we'll reward you with a free gift!* Contact:

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Eric Kidman, Marketing Specialist

Inside the Envelope & Label

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