



Western States Envelope & Label

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Fall 2013

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Prepare for 2014 Postal Changes

By Steve Brocker

The USPS has a lot in store for us in 2014. Leading up to that, fiscal 2013 fared better than expected financially. No, they are not profitable still faced with the huge Retiree Health Benefit Pre funding obligation of \$5.5 billion annually. The only cure for that is postal reform legislation. In spite of strong advocacy efforts from mailing industry stakeholders for the last 3 years, the distracted members of Congress continue to keep postal reform and our 8.4 million mailing industry jobs on the back burner. Our industry continues to innovate and change for the better, while advocating for the future of our employees and customers. There are House and Senate bills in the works, but perhaps too much work remains to get a reform bill passed this year. We'll see.

Full-Service Intelligent Mail Required in 2014

January 26, 2014 is the date. Mailings entered on that date and later will need to be Full-Service to get automation postage rates. I would bet everyone reading this newsletter is aware of that, but there is still a large percentage of mailings today that are not Full-Service. We are only a few short months away. The Postal Service is very aware of the need to ramp mailers up into the Full-Service option now, or postage discounts are going to be lost come January. They have scheduled a series of webinars and instructional presentations on how to become Full-Service. All USPS webinar information is available at <https://ribbs.usps.gov/index.cfm?page=intellmailpresentations>. In addition, the USPS is hosting a weekly open line to answer questions about Full-Service.

That program started September 11, 2013, and here is the information to access it:

Full-Service Open Line

Date: Every Wednesday at 2pm EST

Phone: 866-966-6305

Meeting ID: 0602495

Event address: <http://meetingplace4.usps.gov/join.asp?0602495>

Technology the Theme of 2014 Proposed USPS Promotions

Hard copy mail co-exists and even enhances the digital world. Here is a preliminary list of 2014 proposed USPS promotions:

Earned Value Promotion - A credit for returned CRM and BRM mail pieces will be given.

Color Print in First-Class Mail

Transactions Promotion - This will encourage FCM mailers to utilize color ink on inserts with bills and statements.

Branded Color Mobile Technology - This encourages the use of a 2-color or branded QR Code to create better mobile engagement.

Mail and Digital Personalization

Promotion - Encourages mailers to utilize customer information and variable data printing technology to create personalized and relevant mail pieces and digital experiences that increase response rates.

Premium Advertising Product Promotion - Encourages top Standard Mail marketers and advertisers to use First-Class Mail by

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President's Perspective

What is it that our customers look for in a supplier? What is the most important thing they need from us when they get us involved in their business? Price? Quality? Reliability? Service? Of course price immediately comes to mind but inevitably the guy who hangs his hat on being the lowest priced guy in town starts cutting corners (and value) and usually winds up failing to meet the customers' needs in the other areas which are important and necessary.



Think about your own most loyal customers. While I'm sure you provide them with competitive pricing, it's most likely something else you provide which keeps them loyal to you for the long haul. Your ability to put in their hands what they need, when they need it in a consistent, reliable fashion is most likely high on the list of why they stick with you. Your business has succeeded because of your wisdom in concentrating on providing the Best Value, not just the lowest prices to your customers.

We want to help you continue to give them what the others aren't giving them or can't give to them. Our mission is to perform in a way that exceeds the expectations of you and your customers. Providing you with an excellent mix of pricing, reliability, responsiveness, fresh ideas and solutions is what we do. We answer our phones quickly, with a live person who is ready to give you the information you seek along with some great suggestions and competent advice.

We know we have the ability to help you to build customer loyalty and grow your business. During our 105 years in business we have learned that concentrating on helping our customers to succeed will ensure our own success. The best team in the envelope and label business is ready to serve you. Call your Western States Representative and put us to work for you today!

Thankfully Yours,

Mark

Mark Lemberger
President and Chief Executive Officer

offering a discount on First-Class Mail presort postage to mailers who send advertising content via First-Class Mail.

Emerging Technology Promotion - To participate in the promotion, the mail piece must incorporate the use of standard Near Field Communication (NFC) technology or other emerging technology to engage the mobile device in providing an interactive experience for the user. [Note: Our 2014

calendar envelope featuring augmented reality is an example of this technology.]

Mail Drives Mobile Commerce Promotion -

Encourages holiday shopping by encouraging marketers and retailers to utilize state of the art mobile purchasing technology with direct mail and catalogs to facilitate purchases.

Small Business Direct Mail Coupon -

Encourages small businesses to leverage

direct mail as a way to build a more robust relationship with customers by enabling the use of a coupon for them to try direct mail.

These are proposed promotions that require approval of the Postal Regulatory Commission. Once approved, the Postal Service will publish dates, requirements, and discounts associated with each promotion. Calling 2014 a year of change and opportunity is no exaggeration!

5-Day-Envelopes-Your-Way is Here

To meet today's fast-paced marketing demands, Western States Envelope & Label has revved up its envelope conversion process.

Introducing our new 5-Day-Envelopes-Your-Way Guarantee. We'll manufacture your furnished paper order into 50,000 or fewer converted envelopes in 5 business days or less!

We've re-invented our processes and cross-trained a dedicated team to deliver quality and speed like you've never seen before. This

new offering is currently available only at our headquarters in Butler, WI, but will soon be implemented at our other locations. Here's how it works:

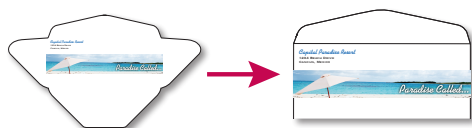
- Includes furnished paper on quantities of 50,000 or less per order.
- Finished envelopes are ready in 5 business days or less from receipt of paper to ship date.
- Styles include commercials, booklets, collections, announcements, catalogs or coins.
- Features can include standard inside tint and windows, and special windows.

- Includes die-cutting and folding with remoistening seal.

We've added another promise to our 5-Day-Envelopes-Your-Way Guarantee: conversion expertise you won't find anywhere else. Our products are backed by decades of experience in consulting and converting with layouts geared specifically for the conversion process. The end result? Envelopes that exceed your expectations.

For complete program requirements, contact your Western States Sales Representative or call 800-558-0514 and we will get you started.

To discover additional converting information, visit us at www.wsel.com/converting.



New Products

Fine Digital Offerings

Our Linen® and Laid™ products have a finish that's ideal on digital laser/toner-based equipment. These high-end papers deliver exceptional print quality for shorter digital runs on business stationery such as letterhead, envelopes and business cards.

Western States Laid™ Regulars, Letterheads and Announcements

We've expanded our fine paper stocks and chose three new shades to offer you in this line of laid commercial regular envelopes, announcements and letterheads. This line is manufactured with FSC-certified recycled colored Sulphite and has an imaging finish.



The laid finish emulates the look of paper when it was first invented. Its texture consists of a horizontal and vertical pattern known as "chain lines" created by using a dandy roll to impress the pattern along with the watermark at the wet

end of the manufacturing process. Laid papers project a very elegant and sophisticated image. Perfect for:

- Business Proposal
- Corporate Identity Kits/Communications
- Direct Mail
- Letterhead/Stationery
- Office use
- Resumes

Antique Linen® and Laid™ Diagonal Seams with Digi-Clear® Window

We've now added a unique linen and laid look to our popular Digi-Clear window envelopes. These new products print on digital 4-color laser/toner-based equipment without window film wrinkling or distortion. The film delivers perfect clarity for reading addresses and barcodes. This FSC-certified line of linen imaging finishes are acid-free and feature recycled colored sulphite.



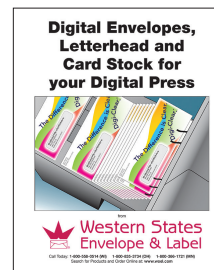
Similar to a laid finish, linen paper has textured lines on the surface of the sheet, but they are

finer and more regular to give the paper a look and feel of linen fabric. This paper is also used frequently for business stationery. Ideal for:

- Brochure/Report Covers
- Business Cards/Identity Kits
- Folders
- Announcements/Wedding Response Cards
- Greeting Cards/Invitations
- Hang Tags
- Packaging
- Menus/ Table Tents

New Catalog for Digital Offerings

We now have a catalog that exclusively features all of our digital products. To request your free copy, go to www.wsel.com, call 800-558-0514, or complete the reply card enclosed with this newsletter and we'll mail one to you.



To learn more about these new offerings, go to www.wsel.com or call 800-558-0514.

Scott Soars In Sales

We're delighted to announce that Sales Rep Scott Ill was the recipient of our 2013 David C. Reed Sales Excellence Award...

Scott has been with Western States for 13 years; nearly six serving the Chicago area and this past seven in metro Philadelphia and parts of New Jersey. With a very demanding customer base, there's no such thing as a typical day for Scott. "My customers really keep me on my toes. I'm never too far from my phone or computer, and try to get in front of customers as often as I can," he said.

As a Sales Rep, Scott loves the freedom to manage his territory in order to best care for his customers. "It is such a fun challenge to understand

the needs of each individual customer and build that relationship that will last through the natural ups and downs of our industry," he added.

Though Scott received the award, he credits many of his coworkers for his success: "I would like to thank everyone for their hard work, dedication to improvement and willingness to go the extra mile to help build our business and the business of our customers."

When he's not at work, Scott enjoys sports, museums, farmer's markets, hiking and taking on new DIY projects.

You can contact Scott Ill directly at Scott.Ill@wsl.com or at 215-668-5268.



A Look at Labels

Cosmetic Labeling

This 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...

Before we look at cosmetic labeling, it's fun to share a few historical facts about cosmetics. Makeup was only available for people of wealth and nobility. This was a blessing in disguise for "commoners," as most of the products were actually hazardous to one's health:

- The lead ore that ancient Egyptians used around the eyes caused metal poisoning.
- The white face powder Japanese Geisha used was made from crushed nightingale droppings.
- The face powder Victorian women used contained arsenic, which caused muscle paralysis.

Thanks to many regulations and safety measures, cosmetics evolved into a thriving \$170 billion/year industry worldwide. Makeup producers are required to list ingredients in order of concentration on cosmetic labels. Beware though that

some labels make promising claims that are not technically accurate. Here's what these labels really mean:

Natural: Exclusively made with unprocessed ingredients.

Organic: Manufactured without synthetic hormones, genetic engineering, irradiation or antibiotics. Without the USDA seal, organic cosmetics may contain ingredients that are not actually organic.

GMO-free: Contains no Genetically Modified Organisms.

Not Tested on Animals: Some cosmetics claim to be made without animal testing, but that only means animal testing is not currently being performed. Only products with the Leaping Bunny logo have never truly been tested on animals.

Looking for the right cosmetic labels for your customer? Our cosmetic labels are made using both flexo and digital printing methods with many substrate/adhesive options. Custom or standard, let us help you create the best cosmetic label for your application. Visit www.wsl.com/labels/capabilities/printing to learn more.



Activating Your Call to Action

In today's world of technology, choices and competing mediums, delivering marketing messages and getting customers to act is no simple feat.

"Contact us, go online, order now..." these phrases alone on direct mail pieces don't cut the mustard anymore. Customers and prospects need a compelling reason to act. It's not enough to just provide relevant information; you want customers to engage with you and take an action that will provide value for your business. Here are some ways to make your call to action more effective:

Think strategy.

Have a well-developed plan of exactly what actions you want a customer to take and shape your message accordingly. Creating too many different calls to action is confusing and likely to drive customers away.

Think like a customer.

You need to know what moves customers to do business with you. Then create messages they can relate to and you'll reach them more effectively.

Add more action.

Don't just say, "Follow us" on various social media sites. Be specific or promote your business in a way that interests them: "Like free coffee? Like us on Facebook!"

Simplify the steps.

No matter what you ask customers to do, make sure it's easy to follow. For example, not all of them may be QR Code-savvy, so include quick instructions of how to click and scan with their smart phones.

Act after they do.

Back to strategy here: have a plan of how you're going to act once they do. You need to figure out how to get customers to the next level or you'll lose them.

Test and tweak.

Measure how customers are reacting to various calls to action so you always make room for improvement. This way your message stays effective and relevant with technology.

The Lowdown on Customer Loyalty

What's the secret to sales success? Building loyal customer relationships. Those relationships start and stay when you take care of your customers. The service you deliver needs to be inspiring and make those customers feel special. Here are some ways to do it:



- **Clearly envision** what an outcome should be and work backwards toward making that outcome a reality. Know what could potentially go wrong in a customer encounter and plan ahead to always be a step ahead.
- **Customize each customer experience.** Much like a brunch's made-to-order omelet station, give customers what they want—an experience that makes each customer feel like he/she is the only customer.
- **Master the details.** Remember the little things about customers so you can keep improving each successive encounter.
- **See it like they do.** Always view new policies/procedures through the eyes of a customer instead of your organization to help solve many obstacles and make them more customer-friendly.
- **Learn and teach.** Never stop learning about ways to make things better. Stay on

top of successes in your industry and offer helpful advice that customers can benefit from in their own business.

On the flip side of sales success, what hurts customer loyalty? There are five main reasons:

1. **Unresolved problems.** When they develop and are unresolved, they sour the relationship and prevent customer loyalty.
2. **Poor follow-up.** Months can be spent finding new customers, but they'll leave quickly if orders aren't processed and fulfilled to their satisfaction.
3. **Failure to communicate.** There has to be open, constant communication between the customer and anyone servicing them or they'll start doing business elsewhere.
4. **An easy out.** A customer who's still doing business with a former supplier can easily switch back if problems continue.
5. **Broken promises.** When trying to forge a loyal customer relationship, don't woo them with promises you can't keep. Trust is essential to customer loyalty.

Your Challenge. Our Solution.

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

Client: Member organization

Product: Custom Laser Label Sheets/#10 Double Window Envelopes

Challenge: This organization needed labels for a mailing to all members that would provide customized return address labels. They needed a laser label sheet that would allow as many return address labels as possible on one sheet, yet also have an area to show an address through an envelope window. None of the standard layouts from other vendors met this need.

Solution: To help keep costs down, we created a custom layout with a magnetic die cut. The end result was an 8½" x 11" custom die cut laser label sheet with 45 return address labels perforated in thirds for easy folding. It was printed 2-color on press and custom laser imprinted with 22,000 unique addresses.

We also provided this organization with a #10 double window envelope that fit the custom label sheets perfectly. They were able to get all mailing components from one source and had a great comprehensive package for future fundraiser mailings.

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



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www.wsel.com

Holiday Closings

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

Thanksgiving

Thursday, Nov. 28th and Friday, Nov. 29th

Christmas

Tuesday, Dec. 24th and Wednesday, Dec. 25th

New Years

Tuesday, Dec. 31st and Wednesday, Jan. 1st

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

Another PEAK Performance...

Western States received another Print Excellence and Knowledge (PEAK) Award in 2013, making this our sixth year in a row! We earned a Grand Award in the Labels/Tags category for a unique product label for Big Papa Dill Pickles.



This award-winning label was a challenge because it had to work on top of a ridged plastic container. The label's surface had to withstand pickle juice spills and constant wiping.

PEAK awards were presented at the 2013 Distributor Solutions Expo on May 9 at Navy Pier in Chicago, IL. Hosted by the Print Services and Distribution Association (PSDA), these Awards highlight unique and successful print applications.

Customers' Corner

Thanks for your tremendous feedback from our last issue! We received a total of 188 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:

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Eric Kidman, Marketing Specialist or
Russ Nadasdy, Graphic Designer
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