

the Envelope & Label



Wisconsin • Ohio • Kentucky • Minnesota

Western States Envelope & Label

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Winter-2015

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Happy Retirement, Steve!

By Mark Lemberger

On 10/31/14, after a very productive and successful career with Western States Envelope & Label, Steve Brocker, our Senior Vice President of Sales & Marketing, retired.

During the four decades that Steve was with us, he saw our organization grow from a single-location envelope manufacturing company to one with four envelope facilities and one label facility. As his career progressed from Sales Representative to Regional Sales Manager to National Sales Manager to Vice President of Sales & Marketing, he was instrumental in much of the market research and sales training that enabled us to grow from a handful of sales territories in the Upper Midwest into over three dozen territories covering most of the Nation east of the Rockies. His guidance, leadership and his sales and marketing knowledge have been invaluable to us all.

Having had the pleasure of knowing and working with Steve for the past 38 years myself, I can tell you how much Steve's efforts have meant and how much I appreciate his contributions.

Steve, we'll miss you and always be grateful. We wish you a long, happy and healthy retirement.



Steve receives the EMA Monument Award in Charleston, SC on 10/7/14. It's the envelope industry's highest honor given to someone who's excelled in the industry and their community.

Memberships and Magazines...

From EMA to PSDA, Western States is a proud member of several industry associations that help us stay abreast of the product, service and equipment advances in the industry. Look for our ads in the following publications every month in 2015:

- *Printing Impressions* (www.piworld.com)
- *Print+Promo* (www.goprintandpromo.com)
- *AMSP-Bottom Line* (www.amspp.org/resources/bottomline/)
- *Canvas* (www.thecanvasmag.com)
- *Print Solutions* (www.psd.org)

What associations do you belong to? What trade publications do you read and find most valuable? **Tell us about it!** The more we know about your industry affiliations, the more we can get to know you and best meet your needs.

For more about our industry association memberships, go to www.wsel.com/industry-news. To tell us about your membership and trade publication experience, go to www.wsel.com/contact

President's Perspective

The U.S. printing industry ended 2014 with a strong performance. Overall, print sales look like they will finish the year up about 2%. This increase is driven by a strengthening U.S. economy, and according to some, a decreased level of satisfaction with results of electronic communication campaigns. Communication placed inside an envelope and sent through the mail was up 4% during the USPS's fiscal year.



Your customers want more from you right now... and you want more from us. Western States Envelope & Label has anticipated your increased needs and we have significantly geared up our inventory levels and our hiring and training efforts. While adding equipment and people, we have also streamlined the manufacturing platforms at three of our envelope production facilities for improved performance for you. We are also adding a state-of-the-art order picking system at our Butler, WI facility to extend our hours for same-day shipping of stock envelope and label items to you. In addition to these activities, we continue to engage in a number of other continuous improvement initiatives designed to shorten lead times and improve quality and communication for your benefit.

Recent marketplace changes are motivating you to rely on us more than ever before. We fully understand our responsibility to you and we are committed to meeting and exceeding your expectations. We are also looking forward to growing with you and helping you to grow your business throughout 2015.

Put us to work for you today!

Thankfully Yours,

Mark

Mark Lemberger
President/CEO

Ready for a Digital Change?

If you're like most print and graphics professionals, you've had growing interest from your customers about digital printing. Do you need to keep pace with your digital requests but don't have the equipment to support them? Let Western States help you with the latest additions to our digital family: the Digital Laser M and the Digital Inkjet.

Sharp, Saturated Color

The **Digital Laser M** delivers get-noticed, precision color quality laser printing on envelope quantities of 5,000 or less. It also:

- Operates at speeds of up to 3,600 per hour for #10 envelopes with excellent color consistency.
- Has patent-pending precision registration for "one-pass" print capabilities.
- Offers specially designed feeding capabilities to handle companion pieces such as reply cards, brochures and flyers.

A Digital Printing Revolution

The **Digital Inkjet** uses patented technology with 70,000 plus nozzles to print at speeds up to 12 inches per second in quantities of 5,000 or less. It also features:

- Brilliant process or monochrome color with sharpness of 1600 x 1600 dpi (dots per inch).
- Specially formulated inks to deliver *more* vibrant color coverage while using *less* ink and less energy.
- Versatile, with multiple applications—manufactured to print on a wide variety of paper types.



A Perfect Paper Partner

Our **New Digi-Max™** envelope products are the perfect complement to the Digital Laser M and Digital Inkjet. For more about this exciting new digital offering, see our *Print it Right. Print it BRIGHT.* article below.

For samples from these new presses, contact your Western States Sales Rep, call 800-558-0514 or go to www.wsel.com/contact

Standard white envelope.



Digi-Max™



Print it Right. Print it BRIGHT!

Deliver bold, brilliant hues on your inkjet equipment with our **New Digi-Max™** products. With a double-sided smooth finish, Digi-Max™ gives your customers the vivid color they crave. These envelope products are specially designed to redefine "pop" with inkjet printing.

These features make this new Digi-Max™ offering a preferred choice for inkjet printing:

- Good opacity and excellent color reflection
- Smooth coated for superior printing
- Unique offset feel
- Delivers exceptional full-area reproduction with bleeds
- Ideal for on-demand envelope applications (direct mail and more)

Digi-Max™ and So Much More

Our digital product solutions go way beyond this exciting new offering. Explore Digi-Max™ and 300+ digital products in our FREE Digital Envelope catalog.

Simply return the enclosed reply card or go to www.wsel.com/digi-max/nl



See Digi-Max™ for FREE:

To request a sample call 800-558-0514, complete the enclosed reply card, or go to www.wsel.com/digi-max/nl



#2558 - 10-24 Digi-Max™
Side Seam Regular


DIGI-MAX™
Print it Right. Print it BRIGHT!

A Happy, Historical Holiday for the USPS

Mail made a big comeback this holiday season. The U.S. Postal Service (USPS) exceeded its holiday delivery projections, delivering approximately 524 million packages in December—an 18 percent increase over last year.

On Dec. 22 alone, the USPS delivered more than 28 million packages. This marked the most packages delivered in a single day in the organization's history. The package delivery record was set while also delivering approximately 463 million pieces of mail.

The USPS receives no tax dollars for operating expenses and relies on the sale of postage, products and services to fund its operations.

For more about USPS products and services, go to www.usps.com



Durable in a Deep Freeze

Frigid temps may not be fun for some of us, but they are just right for the right label.

The right label is critical when branding products, especially products that must brave extreme environments. From too cold to too hot and too wet, a label must withstand its elements. How else will a product be recognized and remembered? Imagine an icy cooler at a picnic. With labels missing, one may reach for a sip of dipping sauce instead of soda pop!

Beyond branding, durable labels also convey important product information, such as medication



The penguin cold pack above is an example of a WSEL Ultra Performance label with thermochromatic ink that deepens as it cools. Pastel when warm, darker when chilled.

dosages, usage instructions or warnings. Since safety is the most important factor for many products, a label that stays intact to convey that information is equally important.

For labels that must brave environmental extremes, consider our Ultra Performance line. From -50° to 250°F, these labels stay where you stick them. This line comes in clear and white, with many face stock and adhesive options to best meet your deep-freeze, scorching-hot or soaking-wet application needs.

For more about our Ultra Performance line and other label products, download our free Label Resource Guide at www.wsel.com/labels/labels-101/resource-guide

Our Ultra Performance labels are a perfect choice for these bone-chilling applications:

- Frozen foods/beverages
- Ice packs
- Vehicle stickers
- Antifreeze bottles
- Window washer fluid
- Car ice scrapers
- Snow shovels

Or anything else where the temperature dips below freezing!

A Lucky 7 for Western States

Everyone knows seven is a lucky number. But it has added value for Western States Envelope & Label—a consecutive, seven-time recipient of the PEAK Awards.

The Print Services & Distribution Association (PSDA) PEAK Awards program recognizes excellence in the print industry promoting projects that display innovation, notable quality or produce high return on investment.

We earned the prestigious Grand Award in the *Best Green Solution for Client category* for our Spring Into Action Compostable Seed Stake Label, and an Honorable Mention in the *Best Cross-Media Marketing Campaign for Client category* for our 2014 Augmented Reality Calendar Envelope.

The *Spring Into Action* label promoted our commitment to the environment with a small seed stake featuring a compostable label with sunflower seeds attached. This earth-friendly label and stake is vibrantly visible in a garden, yet easily disintegrates when exposed to weather.

The 2014 Calendar Envelope showcased augmented reality—a technology that brings two-dimensional pieces to life with computer-generated sensory input like sound, video and graphics. Recipients simply scanned the envelope's QR code to download a free Junaio app (via google play, itunes on your smart phone or Junaio.com) that enabled them to see augmented reality in action on the front of this enticing envelope.

In fact, it was recently featured on Metaio's blog: blog.metaio.com/2015/01/13/story-western-states-envelope-label/

Learn more about our PEAK Awards at

<http://www.wsel.com/press-releases/peak-2014> and Peak Awards, PSDA at www.psd.org



On the Road with Western States

Visit us at these trade shows:

- **2/19: PIM** (<http://conta.cc/1BuPGSS>)
- **3/31–4/2/15: PSDA Solutions Summit** (www.p2psummit.org)
- **6/14–6/18/15: IPMA Conference** (www.ipma.org/upcoming-conference)

For more up-to-date information, go to www.wsel.com/industry-events

Your Challenge. Our Solution.

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

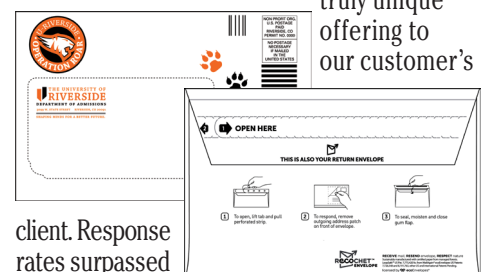
Customer: A University Alumni Association

Product: Custom converted Recochet™ Reusable Window Envelope

Challenge: This association needed a unique envelope to launch a new mailing campaign to engage alumni, get updated contact info, and encourage referrals within the alumni community. The customer needed an effective response rate, as well as an efficient, cost-effective way to laser the outbound addresses on the envelopes.

Solution: We created an engaging EcoEnvelope (Recochet™) that differentiated itself in the mailbox. We used a paper patch BRE so the customer could laser the outbound addresses on the envelope's face during insertion rather than on the inserted pieces. This saved costs and provided a

truly unique offering to our customer's



client. Response rates surpassed typical 3%

direct mail rates with a 4.8% return. Plus our customer said the mailing was a big success for his customer who shared this comment: "And by the way, people loved the envelope. One alumni wrote back to tell us that specifically."

Have a Western States success story to share? Tell us about it at www.wsel.com/contact

A Golden Year in Butler

Reprinted Excerpts of an Article by French Moss, Chairman of the Board

We recently celebrated 50 years at our Home Office in Butler, WI. We were fully operational here during the Thanksgiving season of November 1964.

After outgrowing our 28-year stay at our Pierce Street facility, our management began searching for solutions to accommodate future expansion. Industrial real estate firms were contacted and several existing factories were investigated. None was considered useful for our company's future plans, so we needed to find suitable land on which to build.

Butler had the suitable acreage and location for our future company growth. We concluded that this site would be good and purchased 13 acres in early 1963.

At the time of the purchase, building plans were thought to be five years in the future. Then the nation's economy began to pick up at a rapid rate, including our envelope business. We knew a move to accommodate our faster growth had to be done much sooner.

By early 1964, plans were drawn up, a builder was selected and long-term financing was secured. Ground breaking began in April of that year. Following a period of heavy spring rain, the weather finally broke in our favor.

With continued good weather through the remainder of the spring, summer and fall, the contractors made good progress. In October of 1964, the first folding machines, die-cutting presses and printing presses were moved in and began operating.

The initial building was 125,000 square feet. Future additions have increased the space to 235,000 square feet. Thanks to the vision, planning and efforts of the company leaders of that day, Western States occupies a building that has enabled us to grow and provides a lot of potential for the future.



Western States Envelope & Label Home Office in Butler, WI

The Envelope's Evolution

Ever wonder what mail and communication was like before paper envelopes? Of course we at Western States are fascinated by envelope history. That's why we've included a few fun facts from online research and Maynard H. Benjamin's *"The History of Envelopes"* for you to enjoy:

- The first "envelopes" were clay wrappers used by Babylonians in 2000 B.C. to protect important documents. Clay was folded over the original message, crimped together, and then baked. It was foolproof, as the outside wrapper had to be completely destroyed to gain access to the tablet hidden within.
- The first postal envelopes were nothing more than folded sheets of paper. Postage in Europe and the U.S. was charged according to distance and size of the letter. A "double letter," which cost twice as much for postage, consisted of two sheets and so on.
- These outside folded sheets of paper were known as lettersheets. Lettersheets were folded, usually sealed with a sealing wax,

(in the 18th and 19th centuries), and mailed without an envelope.

- Before 1839, the use of an "envelope" meant a charge for it as an extra piece of paper, which only the very wealthy could afford.
- America's first envelopes were handmade. In fact, the West and Berlin factory in New York employed about 100 hand folders in 1855, producing 200,000 to 250,000 envelopes per day.
- The raw material for envelope makers has always been paper. Many scholars trace paper's creation to ancient Egyptians who pressed papyrus; however, the first "handmade" paper was made by the Chinese during the second century B.C.
- In 1908, Western States opened its doors as a pioneer in developing a system for printing envelopes flat before folding.

See how much envelopes evolved and where they can take your business at www.wsel.com/envelopes. For a "reel" treat, watch our video at www.wsel.com/videos/1941.



Women operating early envelope folding equipment at our Milwaukee, Wisconsin plant.

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 **so excited** to continue to share great things customers are saying about us! Watch for more in future issues:

- "I always get good ideas from your mailings."
- "Love your scratch 'n sniff labels."
- "We just stopped by your page and noticed your spectacular products!"
- "Great selection."
- "Like your newsletter."
- "I love the layout on your catalog—use it a lot."

Thanks, too for those who've joined our blog—more are joining daily! Haven't joined yet? View it and do it at www.wsel.com/blog/nl



This is *your* newsletter—Thank you for the over 400 responses, help us keep it going strong. We're always looking for your input, *we'll reward you with a free gift!*
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