



# INSIDE THE ENVELOPE & LABEL

Western States Envelope & Label

## Across Tom's Desk

### Our Purpose

We are not the same company we were 30 years ago, or even 10 years ago. Our improvement activities have transformed us. However, the changes are just improvements in process, techniques and machinery. Our core purpose has remained steadfast.



In the last edition of this newsletter, I wrote how I first experienced that core purpose as a customer of Western States 37 years ago. The people I encountered were absolutely committed to helping me out. I thought how they pulled me out of a jam was extraordinary. I have witnessed our team members do extraordinary things for our customers many times in the ensuing years.

I was once again reminded of this commitment to our core purpose at a recent presentation to the executive team by members of our Quick Response Manufacturing (QRM) cells. These QRM cells are designed to improve our lead times but they do so much more. The cell team members are given the autonomy to make decisions that are in the best interest of our customers. They are in control of their work process and make decisions on how to meet that best interest.

Yes, they were improving our processes but it's all in the name of our core purpose:

"Your Message is our Mission."

Thankfully Yours,

Tom Rewolinski  
President/CEO

## What's Inside

Engaging Envelopes..... page 2  
PEAK Recognition for Our Products page 2  
Is Every Door for Every Business? ... page 3

## AUTUMN/WINTER 2017

Add Value to Your Online Content.. page 3  
Products You Can Profit From ..... page 4  
Autumn/Winter Holiday Closings .. page 4

## Show Off. Profit On.

Seeing is believing, especially when it comes to the **Clear Poly Envelope** sample that housed your issue of this newsletter. It delivers an engaging, crystal-clear look that helps you and your customers improve results.

Our newest line of Clear Poly products adds a durable, see-through advantage to any mailings or marketing materials. Made from 100% polypropylene, they're ideal for runs of all sizes with these key features:

- **USPS approved, archival and recyclable**
- **Reseals for safer storage and portability**
- **Fully printable surface enhances mailpiece design/response rates**
- **Auto-insertable styles available for automated projects**
- **Available in several in-stock sizes that ship immediately**
- **Custom-creatable in any size/style**

These Clear Poly products all feature welded seams for maximum durability, and flexible seal options to meet any application. To help you promote the Clear Poly advantage with your customers, we have plenty of complimentary samples, and a downloadable flyer you can imprint with your contact information.

## Clear Poly— Clearly Perfect for:

- **Special Event Invitations**
- **Sales & Special Offers**
- **Product Literature**
- **Reports & Presentation Materials**
- **Instructional/Training Materials**
- **Direct Mail Campaigns**
- **Photo Storage**
- **Important Documents**

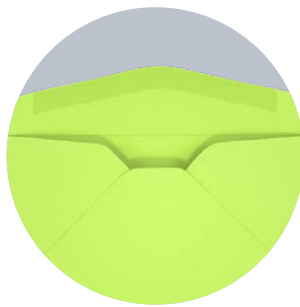


# Engaging Envelopes in 10 Easy Steps

Pique interest. Improve response rates. Boost bottom-line results. Here are 10 ways envelopes help you do all of this:

- 1. Make it Touchable.** Texture is an effective way to make a mailpiece stand out. Consider techniques like Soft Touch coating or Grooving ([wsel.com/western-groove](http://wsel.com/western-groove)). Or get more ideas in this free *Profitable Touch* white paper: [wsel.com/profitable-touch](http://wsel.com/profitable-touch).
- 2. Explore Color/Shape/Size Options.** Nothing demands attention like an envelope that's non-traditionally sized and shaped, or doused with brilliant colors and/or images. Try a colored stock from our Starburst® or Prism® lines, or try our Clear Poly Envelopes featured on page 1.
- 3. Add Interactive Elements.** Interactive features force your recipient to engage with your envelope, which is a good thing. Try unique options like our reusable EcoEnvelopes™ ([wsel.com/videos/ecoenvelopes](http://wsel.com/videos/ecoenvelopes)) or our Peel 'n View® envelopes ([wsel.com/peel-n-view](http://wsel.com/peel-n-view)).
- 4. Ponder Postage.** Don't settle for the drab postage meter stamp; consider getting creative to generate interest with live stamps or a custom indicia.
- 5. Teaser, Please.** Teaser text creates that motivation recipients need to open your envelope, such as: **1) What would you do with an extra \$25/week? Details inside.** **2) Spend 10% less on groceries—open to start shopping.**
- 6. Up Your Call-to-Action Ante.** The best call-to-actions get to the point, motivate your recipient and close more deals. Use strong verbs, promote enthusiasm, give them an offer they can't refuse, and most importantly, make it easy for them to cash in on that offer.
- 7. Get Personal.** The digital age makes variable data a very doable and results-yielding option. Go beyond names to include images, messages and products that are uniquely relevant to your recipient.

- 8. Ignite the Hot Spots.** Every envelope has a hot spot—a place where the eye goes first. Obvious areas are the addressing area, the corner card and postage. But good design and teaser copy can lure the eye where it needs to be and complement these already hot envelope areas.
- 9. Capitalize on Corner Cards.** This is where location-location-location matters on an envelope. The corner card is that area in an envelope's upper left corner. It tells recipients who the mail's from, so use it wisely to ensure it's opened.
- 10. Add a Window of Opportunity.** Gone are the days of using window envelopes only for statements and invoices. Windows offer a direct marketing win-win by giving recipients a peek at inside contents and reducing addressing costs.



## Engage with These Envelopes:

- Western Groove™
- Black Wove
- Clear Poly (see page 1)
- Peel 'n View®
- Tear-ific®
- EcoEnvelopes™

Visit [wsel.com](http://wsel.com) to learn more about these push-the-envelope products.

## PEAK Recognition for Our Products

For nine years running, Western States received a 2017 PEAK award for its "Rise and Shine" Soft Touch envelope.

The "Rise & Shine" Envelope appeared in our Summer 2016 issue of this Inside the Envelope & Label newsletter. Its outer 6.5 x 9" envelope was a sheet-fed offset with a velvety Soft Touch coating. The issue itself featured a mini, pop-up envelope to pique interest as an example for a USPS Tactile, Sensory and Interactive (TSI) Promotion. The mini envelope was converted and printed with metallic purple 8825 + spot varnish over metallic gold 871 on an 80# stock.



The Print Services & Distribution Association (PSDA) PEAK Awards program recognizes excellence in the print industry by promoting projects that display innovation, notable quality or produce high return on investment. The PSDA is the exclusive non-profit professional association dedicated to enhancing the success of the distributor channel for business communications, including print, marketing and related services. Learn more at [psda.org](http://psda.org).

For complimentary samples and more about our award-winning envelope and label products, contact us at [wsel.com/contact](http://wsel.com/contact).

## Is Every Door for Every Business?

Every Door Direct Mail (EDDM) is a unique direct mail program created by the USPS in 2008. It lets businesses send direct mail pieces without having to purchase a mail list. Business owners have two options, but both start with registering an account with the USPS:

- 1. Retail EDDM:** The most common option, but there's a 5,000 quantity limit and all mailpieces must meet USPS size requirements for Standard Mail flats.
- 2. EDDM Business Mail Entry Unit (BMEU):** Offers business owners more size options and there is no maximum quantity limit. This is also less expensive than Retail EDDM.

### What's Best for You?

There are many benefits to using EDDM, but it's not a fit for every business. Here are just a few differences between EDDM and Full Service Mailing:

EDDM	Full Service Mailing
An EDDM program can often take 2-4 weeks to hit mailboxes.	Turnaround is much faster, within days of when pieces are mailed, depending on geographical locations.
The current cost for postage on an EDDM campaign is <b>17.5 cents</b> .	Can be as high as <b>36 cents</b> for postage.
In terms of target mailings, EDDM requires no list because it's a saturation mailing intended to hit every address within a specific carrier route or zip code. EDDM pieces have no address; each says "local postal customer."	You can also mail saturation with Full Service, but you still need a mailing list. Full Service lets you target very specific audiences, which can be a more effective ROI approach for many businesses.

To help you ponder EDDM, these FAQs on the USPS site are a great place to start: <https://eddmuspostal.com/faq.php#1>.

## Add More Value to Your Online Content

The task of generating online content is overwhelming, but it doesn't have to be. These tips will help you add value to what you post online without adding countless hours to your workload:

- **Don't reinvent—repurpose.** Constantly creating new content is exhausting and a ginormous waste of time. Look instead

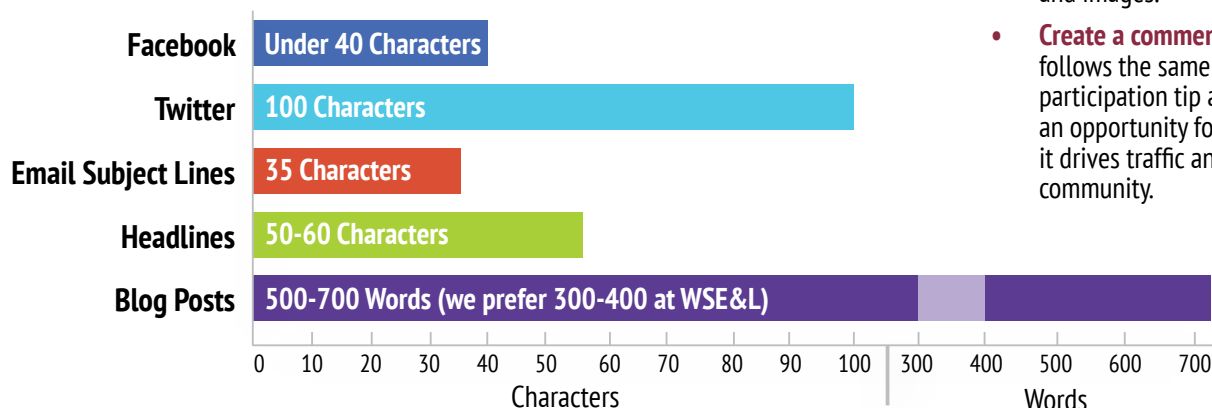
at past articles you can put a fresh spin on. Maybe you had an informative newsletter article that would also make a great blog post. If that past content was valuable to your customers, they won't mind seeing it again.

- **Ask for audience participation.** Don't go it alone; solicit your network to offer their expertise. This promotes a thriving online community where like-minded professionals can share insights, and it

shows you're focused on them. After all, they are the reason why you're in business. A guest blog is a perfect way to make connections—why not start with guest blogging for Western States? Visit [wsel.com/blog/blog-your-way-more-business](http://wsel.com/blog/blog-your-way-more-business) for details.

- **Try new techniques.** The "same is boring" principle also applies to content structure. Experiment with different options to keep your content fresh and engaging, such as videos, text-only posts, infographics and images.
- **Create a comment section.** This follows the same vein as the audience participation tip above. When you create an opportunity for readers to comment, it drives traffic and builds an online community.

### Ideal Online Content Lengths



## Products You Can Profit From

We have several enhanced products and services that will help you build business while better serving your customers:

- **Finch Fine® Color Copy** is your finest choice for color printing and copying—see why and get your free samples at [wsel.com/finch-fine-color-copy](http://wsel.com/finch-fine-color-copy).
- **Tan No-Bend Mailers** reduce shipping costs, are 100% recycled and are rigid enough to protect any mailing. Visit [wsel.com/tan-no-bend](http://wsel.com/tan-no-bend) to discover more.
- **Black Wove Envelopes** add an element of mystery and sophistication to any project. Get info and complimentary samples at [wsel.com/black-wove](http://wsel.com/black-wove).
- **Hotel Key/Gift Card/Credit Card Envelopes** are stylish products that



YOUR BRANDING HERE



unlock real potential for your business. Complimentary samples and info are waiting for you at [wsel.com/gift-card-hotel-key-envelopes](http://wsel.com/gift-card-hotel-key-envelopes).

- **Laser Label Sheets** are ideal for many applications and come with downloadable templates. Plus they're now also available in larger sizes. Learn more at [wsel.com/laser-label-sheets](http://wsel.com/laser-label-sheets).
- **Downloadable/Customizable Flyers** is our way of serving you with simple, no-cost solutions that promote products and boost business. Download and brand each flyer with your contact info: [wsel.com/envelopes/resources-for-results/product-flyers](http://wsel.com/envelopes/resources-for-results/product-flyers).

Exquisite results without the hoity-toity price tag.  
**Finch Fine® Color Copy.**

Finch Fine 98% bright paper is made with an ultra-smooth, white finish. You'd be hard pressed to find a brighter, smoother imaging finish paper and still stock for full-color printing and copying. That's the "finch" choice! Paper for your next project. Thanks to:

- 98% brighter for high color contrast and vivid photos
- Easy imaging. Finch color copy paper for jam-free production
- Elemental chlorine-free and acid-free
- 24 lb., 28 lb. and 80 lb. weights for many applications
- Excellent environmental attributes (FSC®-certified)

Label Size	Color	Weight	Quantity	Price
8 1/2 x 11	24	7602	1000	\$10.99
11 x 17	24	7602	1000	\$14.99
8 1/2 x 11	28	7602	1000	\$12.99
11 x 17	28	7602	1000	\$17.99
8 1/2 x 11	80	5780	1000	\$20.99
11 x 17	80	5780	1000	\$28.99

**Order and Save.** Inquire about volume discount savings when you order 10 cartons or more of our Finch Fine papers and card stock. Plus, ask about matching, ready-to-go immediately envelopes from our 1200+ product selection.

Questions? Ready to order? Contact us:

## Congratulations, Brian!



Sales Rep Brian Roske was recipient of our 2017 David C. Reed Sales Excellence Award. Since 2002 this annual Award has been presented to the Western States Sales Rep who personifies and inspires these qualities in others: integrity, perseverance, dedication to success, superior achievement, and a positive attitude.

## 2017 Holiday Closing Notice

ALL OF OUR LOCATIONS WILL BE CLOSED TO OBSERVE THESE UPCOMING HOLIDAYS

**THANKSGIVING DAY**  
Thursday, November 23

**THANKSGIVING FRIDAY**  
Friday, November 24

**CHRISTMAS DAY**  
Monday, December 25

**DAY AFTER CHRISTMAS**  
Tuesday, December 26

**NEW YEAR'S DAY**  
Monday, January 1

**DAY AFTER NEW YEAR'S**  
Tuesday, January 2

Season's greetings

2017 CLOSING NOTICE

Please Call, Email at [wsel.com/contact](http://wsel.com/contact), or Complete the Reply Card to Send Us Your Comments, Questions or Request Samples.



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Vadnais Heights, MN 55110-5110

## Customers' Corner

What topics do you want to see more of? What product or service suggestions do you have for us? Have any smart sales/service tips to share? **We want to hear from you!**

This is your newsletter—please help us to keep it going strong. Please contact us with any comments or questions:

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