



Wisconsin • Ohio • Kentucky • Minnesota

Western States Envelope & Label

What's Inside

Autumn-2015

Blogging Benefits	page 2
What to Consider When Creating Custom Labels ...	page 2
Award-Winning Label for Our Customer ...	page 3

Product News	page 3
A Big Honor for Ben	page 4
Fun Tax Facts	page 4

Tell Us a Story

Here are the first two amazing tales customers shared for our Tell Us a Story Campaign. Watch for this and future stories on our website and social media outlets...

Lynnette's Forever Loyal

Lynnette Ricker's workday is all about solutions. As a Corporate Sales Consultant for Econoprint/Powderkeg in Verona, WI, she helps clients reach new marketing heights by finding solutions through print and digital mediums. For 26 years and counting, Lynnette's found some of those solutions in Western States Envelope & Label, as we're their main supplier for converted envelopes.

"In an industry of quick turnarounds and meeting customers' deadline-driven demands, we need reliable suppliers like Western States. You've never failed me, which means you've never failed my customers," added Lynnette. "Our Rep Rob Janowski is always quick to respond to my questions and requests. Plus the team behind him for phone orders is professional and helpful."

Lynnette recalled an instance where we helped get results for her customer—a construction industry client who wanted to stand out with a unique mailing envelope. "After I looked at your offerings online and talked to Rob Janowski, we found exactly what we were looking for in a #14 Brown Kraft envelope. This envelope stood out yet still met all postal regulations and mailed out for no added cost."

Sounds like Lynnette's partnership with Western States is here to stay—we couldn't be happier! "I love that someone answers your phone right away. You help me with my

needs and always have a wide variety of products stocked in your warehouse, so I know I'll get them ASAP... That's why I'm forever loyal!"

Error-Free for 20 Years

While lunching at his desk and having more to do than there's time to do it, Darrell Tullar's workday probably sounds familiar. His career as a Customer Service professional for Warner's Printing Service in Nicholasville, KY exemplifies the exciting, fast-paced industry we're all part of. And nothing ensures success in this industry more than the right partnership.

"When your postcard asked if I had a positive experience with Western States, my first thought was, ALL my experiences have been positive," Darrell recalls.

In fact, Darrell calls on Western States Envelope & Label once a week to meet his customers' demands for reliable products. And we're humbled by the reputation and service we've provided. "I can't remember a single order in the last 20 years that has come in incorrectly. That is an awesome track record!" Darrell exclaims.

It's that level of accuracy and timeliness that Darrell values most in his vendors. "Your Sales Reps are always knowledgeable about the products you sell and are quick and efficient to take my order," Darrell adds.

Thanks Darrell and Lynnette! Have a positive Western States Envelope & Label story to share? Tell us about it at marketing@wsel.com and earn your free Visa Gift card!

President's Perspective

Printing sales, as well as the economy continue to be up this year. Recent surveys indicate that most people in our industry are expecting a strong finish for 2015. As your customers recognize the need for the products and services you provide, we recognize your need to rely upon your supplier/partners to help you to create customer satisfaction.



This past year we have been quite busy completing a number of initiatives designed to improve our ability to serve your needs and help you to grow your business. The most notable projects include the conversion of several of our envelope manufacturing facilities over to focused factory environments to improve efficiencies and response times. We have also added additional envelope converting equipment and installed a new state of the art stock order picking module at our Butler, WI envelope facility. This new picking module has significantly expanded the window in which we can fill and ship stock orders the same day as ordered. Our new shop floor data collection system will improve the speed and accuracy of information we can supply to you.

Our top priority is to perform for you in a way that exceeds your expectations. We have expanded our production capacity to handle the increased volumes of business we are experiencing with our successful, growing customers. Our continuous improvement efforts combined with additional inventory, equipment, people and improved processes will also help us to maintain and improve upon all of our industry leading performance metrics.

Our focus is on you our customer. Our value to you comes with providing products and ideas geared toward helping you succeed. We know that our own success will be a function of how well we are able to help you to succeed.

Western States Envelope and Label is positioned better than ever to be the best possible envelope and label partner you could select to help you grow your business. Give us a call and put us to work for you today!

Thankfully Yours,

Mark

Mark Lemberger
President/CEO

Blogging Benefits

Yes, you're busy. But sharing your expertise with your customers is a simple, smart way to build business and give them ideas for future business. And the simplest, smartest way to start is by blogging.

The first question you may ask is *Where should I blog?* The best place is on your company's website. It's your "virtual headquarters" where customers and prospects go to learn more about your products/services. In the convenience of a few clicks, that user gets value from your blog and has valuable info about your business. It helps you become a thought leader for creative ideas and inspiration.

You know where your blog should be; next question is *Why should I do it?* Three good reasons:

1. Adds personality and authority. Blogging shows the personal side of your business. Readers get to know you on a different level and build trust from the insights and ideas you share as an expert in your field.

2. Bumps up conversion rates.

Conversion rates in the online world refer to turning site visitors into paying customers. And blogging is a great way to do this because

regular blogging tells a customer/prospect that your site is up-to-date and well maintained. In fact, Hubspot notes that overall ROI is also more likely to increase for companies who blog; businesses who prioritize blogging experience a **13X increase in ROI**, year after year.

3. Builds leads. The math is simple: the more site pages you have; the more leads you generate. And the most effective way to add new and fresh content on your sites pages is through blogs. More blogs can lead

to more email opt-ins, more quote requests and ultimately more sales.

Watch for future articles with tips on how you can stay committed to your blog and reap its rewards.

Blog With Us! Get valuable info from your professional peers, and share your insights as a guest blogger! Sign up at www.wsel/blog/email.

Feel More Festive

Spread some cheer and boost your business opportunities with our **Holiday Products Guide**. This handy guide features dozens of festive envelopes and labels, as well as a few creative ways to spread some holiday cheer with our products for you and your customers. Once you find your favorites, ordering is a snap with our 24/7 online shopping option.

Get your Guide. Get your gift!

Get this frosty, fun decorate-your-own snowman card with your complimentary Holiday Products Guide. *Don't let this offer melt away—hurry, while supplies last!*



What to Consider When Creating Custom Labels

Got a new product/service to promote? Need to give new life to an existing product/service? Creating custom labels and stickers is a smashing way to get noticed and get results. To create the best label solution for your application, ponder these points:

- **Purpose.** How do you want to convey your product/service? Are you upscale and luxurious? Rugged and practical? Earthy and pure? Your label's design should accurately reflect your brand position.
- **Legibility.** If users can't read what's on your label, they won't. Make sure it's all there and in a font that's appropriately sized for your target audience.



- **Looks.** Size, shape, color, texture, finishes... this all matters in a label that defines the image of your product/service. Create what's right for you and what's appealing to your audience.
- **Content.** Your label needs to do more than look good; it has to convey important information (product specs, ingredients, barcodes, contact info, etc.). Find the perfect balance between content and curb appeal.

Contact us today for a free pocket guide. It will help you ask the right questions and make your customer's label the best it can be. Check the box on the reply card and learn more about our award-winning custom labels at www.wsel.com/labels-capabilities.



An Award-Winning Label for Our Customer

A 50th anniversary is a big deal. But having one of our customers earn a **2015 PEAK Award** for creating a special 50th anniversary label is a really big deal...

Dave Meyer of Meyer Printing in St. Louis contacted his Sales Rep, Chris Kult, in March 2014 about foil stamping and embossing a label for a client celebrating their 50th year in 2015. The client wanted a creative circle label for all mailed correspondence during their anniversary year.

Knowing our capabilities were an ideal fit for this project, Chris recommended a gold foil base stock that could be embossed and then have a shiny gold foil applied for added dimension. As new creative label options were presented, the idea of adding white to the background was suggested.

Knowing white would leave a pink cast on a gold stock, we needed an alternative base stock.

After more research, testing, design modifications and production recommendations, the customer went with a silver foil label that was flood-coated in opaque white, and printed in black and 871 gold. We embossed the "50" logo on this label and also did a gold foil transfer for the "50" and the outer border of the label.

Thanks to collaboration between the label production plant and our customer, the client received their ideal label and is very pleased with the end product. And we're thrilled that Meyer Printing won an award for it—*Congratulations!*



(From left) Dave Meyer and Sue Helferstay from Meyer Printing pose with their 2015 Peak Award with Sales Rep Chris Kult.

Product News

Ready for Confetti?

Our popular line of high-performing Digi-Clear® Commercials now features a blue confetti tint:

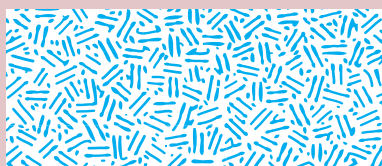
- **#2331 – 9-24** White, SFI certified, Digi-Clear® Side Seam with Blue Confetti Inside Tint and "C" window, laser compatible.



- **#3188 – 10-24** White, SFI certified, Digi-Clear® Side Seam with Blue Confetti Inside Tint and "C" window, laser compatible.



Digi-Clear window envelopes are designed to work on high temperature laser printers. Learn more at www.wsel.com/digi-clear or call 800-558-0514.



Close up of confetti pattern.

More M for You...

Need to keep pace with your customer's digital requests but don't have the right equipment or the money to invest in it? Let us help you with our **Digital Laser M press**. It delivers precise, get-noticed color on envelope quantities of 5,000 or less. It's also ideal for companion pieces such as reply cards, brochures and flyers.

Learn more at www.wsel.com/digital-equipment or call 800-558-0514.



To Earn, Return!

Mail is here to stay, especially since it connects with customers in a way technology-based mediums can't. Making the most of your customer's mail investment means yielding a solid return on their investment. That return starts with a return envelope.

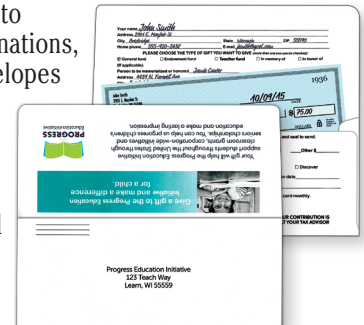
From fundraising to customer feedback, return and remittance envelopes are essential to nurturing full-circle communications. They're easy to use, convenient and ensure a quicker response.

In addition to housing donations, return envelopes and remittance envelopes can be customized to promote special offers or relay important information.

Learn more about *A Return on Your Customer's Envelope Investment* with our complimentary **white paper** (www.wsel.com/remittance-envelopes).

Did You Know...

Western States Envelope & Label has 34 different remittance envelope samples in stock, ready to ship immediately. Or we can custom-create the best envelope for you, or your customers' needs. Go to www.wsel.com/remittance-envelopes for more info and your complimentary samples.



A Big Honor for Ben

While other kids at age 16 were flipping burgers or scrubbing toilets, Ben Kendzior was building his future at Western States. Nearly 20 years later, his dedication paid off when he became our 2015 David C. Reed Sales Excellence Award recipient.

"I was extremely surprised... There are many sales reps deserving of this award. I'm grateful to have my name on this award, as it has been one of my goals since the first year it was introduced."

The Sales Excellence Award was named after the late David C. Reed, 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 these qualities in others: integrity, perseverance, dedication to success, superior achievement, and a positive attitude.

With Western States since 1998 and a Sales Rep since 2003, Ben serves Central Pennsylvania, Maryland, Washington, D.C. and Northern Virginia. What he loves about this job is the challenge and variety. "My goal is to make every day as productive as possible. I learned at an early age that working hard every day is essential to be a successful salesman," he adds.

Ben also credits his success to our Milwaukee area Sale's Rep, Bill Geiger. "He was my mentor, teacher and friend. He inspired me to work hard and become the man I am today."

When's he's not an avid Sales Rep, Ben is an avid golfer and fisherman. He also loves spending time with his wife and his two young nieces.

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.



Fun Tax Facts

Believe it or not, the W2 tax season is just around the corner. To get you in the tax mood, here are some serious and silly facts about taxes: *

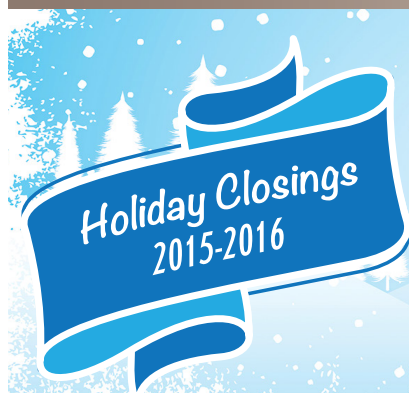
- The word "tax" is from the Latin *taxo*, meaning "I estimate."
- Russian Emperor Peter the Great placed a tax on beards in 1705 in hopes that he'd encourage men to have a clean-shaven look that was popular in Western Europe.
- Roman emperor Vespasian placed a tax on urine in the 1st Century A.D. because it was collected and used as a source of ammonia for tanning hides and laundering garments.
- In Texas, cowboy boots are exempt from sales tax. Hiking boots are not.

We have a full line of IRS-compatible W2 forms and envelope products to get you and your customers ready for tax season at www.wsel.com/tax-products.

*Read these and other fun tax facts at facts.randomhistory.com/tax-facts.html.



'Tis the Season...



All our locations are closed to observe these holidays:

Thanksgiving:

Thursday, November 26 & Friday, November 27

Christmas:

Thursday, December 24 & Friday, December 25

New Year's:

Thursday, December 31 & Friday, January 1

Check www.wsel.com/holiday-closings for future holiday closings—thanks!

Online Ordering Available 24/7 at www.wsel.com

Please Call, Email at www.wsel.com/contact, 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

www.wsel.com

Customers' Corner

Tell Us Your Story...

Thanks to **Lynnette Ricker** and **Darrell Tullar** for sharing their stories (featured on page 1). Please help us keep this story campaign going strong—tell us about a positive experience you had with us in helping you and your customers, and a **free Visa Gift card** is in your future! Contact:

Renee Berger, Editor
Eric Kidman, Marketing Specialist
Nicole Krueger, Marketing Specialist
Inside the Envelope & Label

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

Visit us on:

