



What's Inside

Spring 2016

Add More Eco to Your Direct Mail	page 2	Product News	page 3
Pain Points Revealed	page 2	Five Days. Your Way. Guaranteed	page 4
Watch and Prosper	page 3	VOTE for Envelopes AND Labels	page 4

Abacadabra: Experts Share Some Marketing Magic

In an age where everything is instantaneously digital and there's not much product differentiation, how do you separate yourself and your customers from the competition?

Magic.

Before you get too disgruntled and stop reading, know that by magic we mean the end result is magic—not the method itself.

The method is simple. It's based on business relationship-building 101 principles:

- 1) Listening to your customers: you can't help them if you don't "get" them.
- 2) Serving your customers: take care of them like you'd want to be taken care of.
- 3) Being consistent: you need to care and listen sometimes; it's an all-or-nothing approach.

Beyond building relationships and keeping customers happy, a solid online presence is another pivotal measure of success. Here's what some top experts say is the best way you can improve online presence. These are great for your business and for helping you help your customers:

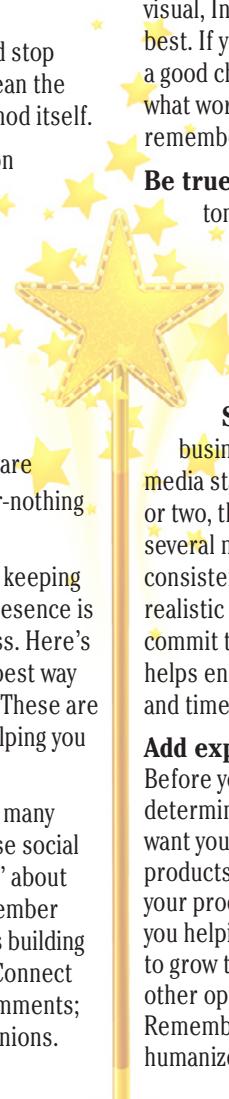
Be social on social media. So many businesses (even the big ones) use social media as a way to "post and boast" about their brand and/or business. Remember that being successful online means building relationships with your contacts. Connect and engage with them: reply to comments; follow; like tweets; and ask for opinions.

Downsize your social circles. There is an overwhelming amount of social media opportunities out there—don't try to tackle them all. Pick two that you can focus on doing well. If you're more visual, Instagram or Facebook may work best. If you enjoy brief insights, Twitter is a good choice. Invest the time to perfect what works best for your business. And remember to engage, not just post.

Be true to you. Develop a consistent tone and style for your social media "voice" and stick with it. Don't be afraid to let a bit of humor shine through—customers may enjoy seeing your lighter side.

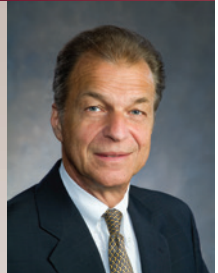
Stick with it. So many businesses sprint out of the social media starting gate actively for a month or two, then sit in social media silence for several months. A solid online effort is a consistent one. Determine and create a realistic social media schedule you can commit to before your first post. This helps ensure your message is consistent and timely.

Add experience to your offerings. Before you write a marketing plan, determine what kind of experience you want your customers to have with your products. Build that experience into your product, and share it online. Are you helping your customers with a plan to grow their businesses? There are other opportunities there for you to help. Remember to create online content that humanizes the product or service.



President's Perspective

After enjoying four decades of a career here at Western States Envelope & Label, I have arrived at a point where it's time to move on to a new chapter and create opportunities for growth for some other very deserving individuals within our organization.



Effective 7/1/16 I will be retiring as President/CEO of Western States Envelope & Label and I will be transitioning into a new role as Executive Director. In my new role I will continue to serve on the Western States Board of Directors and act as an advisory counsel to our executive leadership team while also working on new business development and business diversification.

Upon my retirement Tom Rewolinski, our current Executive VP Finance/Operations and CFO will assume the role of President/CEO. This transition of responsibilities has been planned well in advance and Tom is well prepared for his new role. Having worked closely with Tom for the past 30 years, I am extremely confident in his ability to lead this great organization. He has a proven track record of accomplishments with us and a very complete understanding of our business, our industry and our customers' needs. Along with Tom, our senior leadership team is the strongest group in our history.

My new responsibilities will provide me with a chance to enjoy more time with family and friends and also provide me with the opportunity to continue to contribute as I work with our leadership team, and for all of you as well.

During the course of my 40-year career at Western States Envelope & Label I have seen it grow from a mostly local, single location envelope manufacturer in Wisconsin into one of the largest envelope manufacturers in the nation with four envelope manufacturing facilities and one label manufacturing facility supplying thousands of customers throughout the country.

This was all accomplished through the efforts of hundreds of dedicated, smart and hard-working individuals who always focused upon the needs of our customers and constantly found new ways to meet those needs and exceed expectations. While we have been blessed with great employees, we have also been truly blessed with the best customers in the world, and you have rewarded our efforts with your loyalty.

Thank you to everyone for your trust and support over all these years. Your success has always been our success, and I am honored to have been a part of it.

Thankfully Yours,

Mark
Mark Lemberger
President/CEO

Add More Eco to Your Direct Mail

The reality today is that “green” to many people means paperless. Sure there’s a place for paperless communication, but direct mail still reigns as one of the most effective ways to reach your target audience. So how can your business have the best of both worlds and how can you help your customers? Make your direct mail efforts as environmentally friendly as possible by considering these tips and reminding your customers of other eco-friendly opportunities:

1. Avoid data duplication. Using an outdated or duplicate-data mailing list is like throwing money away. Discover how our **guest blogger, Jerry Wick**, turned the extra mail he received into a new customer opportunity: www.wsel.com/blog/merge-purge-save. Thanks for your insights, Jerry!

2. Pick the right paper. Use more sustainable papers made from chemical-free processes or recycled paper. Also, consider lighter weight paper or print on both sides if possible.

3. Rethink your envelope. From reusable envelopes to envelopes made with recycled materials, Western States has many eco-smart options at www.wsel.com/sustainability/eco-friendly-products.

4. Ask to recycle. The simple “Please Recycle” message shows you’re more eco-conscious and helps your customers to remind others, too. We have a complete line of “Please Recycle” envelopes ready to ship

immediately here at: www.wsel.com/sustainability/eco-friendly-products.

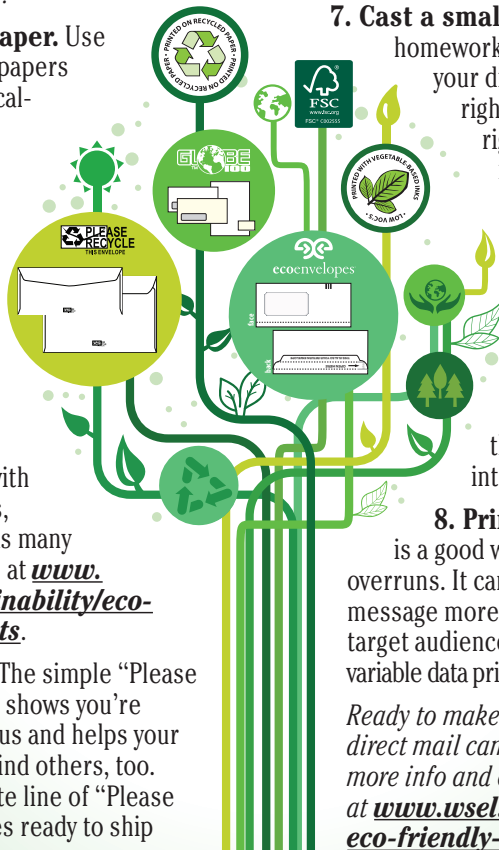
5. Use eco-friendly inks. Opt for inks that have less impact on the environment, such as those that are water or vegetable based.

6. Integrate digital options. Add a scannable QR code to your direct mail piece that directs recipients to a dedicated URL for special offers/more information. This option uses less space, which makes your mailpieces smaller and less expensive to mail/produce. It also lets you use another medium besides print to further engage your target audience and is measureable, to help your customer understand the return on investment.

7. Cast a smaller net. Do your homework ahead of time so that your direct mail targets the right audience with the right message. A mass mailing that doesn’t speak to the recipient is costly and less effective. If you’re unsure, use Every Day Direct Mail and create your own focused list with a response mechanism that ensures there’s interest in your offer.

8. Print on-demand. This is a good way to avoid costly overruns. It can also make your message more effective for your target audience, especially if you use variable data printing.

Ready to make your customer’s next direct mail campaign greener? Get more info and complimentary samples at www.wsel.com/sustainability/eco-friendly-products.



Pain Points Revealed

In the last issue, we asked you to think about pain points in your business. You know—the struggles you deal with each day or concerns that keep you up at night.

One common concern professionals like you have is **limited equipment** offerings.

Many of your customers may be looking for short-run solutions that are just too costly or time-consuming to run on your existing equipment. You get the requests often, but not often enough to justify investing in the proper digital equipment. *We can help...*

Western States Envelope & Label has a Digital Laser M and a Digital Inkjet press. Both deliver precise, get-noticed color on quantities of 5,000 or less. Our Digital Laser M is ideal for envelopes



The Digital Laser M press at work.

and companion pieces such as reply cards, brochures and flyers. Our Digital Inkjet press works especially well with our “Digi-M™” Inkjet high-impact white envelopes.



Digi-M envelopes deliver stand-out color from our Digital Inkjet press.

Let us help you find pain *relief* and deliver more to your customers to grow your business—get your complimentary digital samples and a flyer featuring our other digital solutions.

Call 800-558-0514 or visit www.wsel.com/digital-equipment.

What are your pain points?
Tips for overcoming obstacles?

Share them at:

www.wsel.com/pain-points.

Imagine 30% More...

This success story is about one of our customers, a print broker from Wisconsin, who typically doesn’t promote labels to his customers.

But when this print broker’s Western States Sales Rep mentioned that we have an extensive section of label offerings, it piqued the broker’s interest. He partnered with his Western States Sales Rep to provide a label solution that not only exceeded his customer’s expectations—it increased the broker’s business revenue by **30%**.

What’s your story? Did you have a positive experience working with Western States? Please share it by participating in our *Tell Us a Story* Campaign. We’ll reward you with a **Visa Gift Card**—email us at marketing@wsel.com.

Watch and Prosper

Time to test your marketing knowledge: What single word in an email subject line can increase your open rates from 7 to 13%?

You may think it's *you*, which is a great guess since that's one of the most engaging words to use in marketing communication. But that's not it. The winning word is (drum roll....) **VIDEO**.

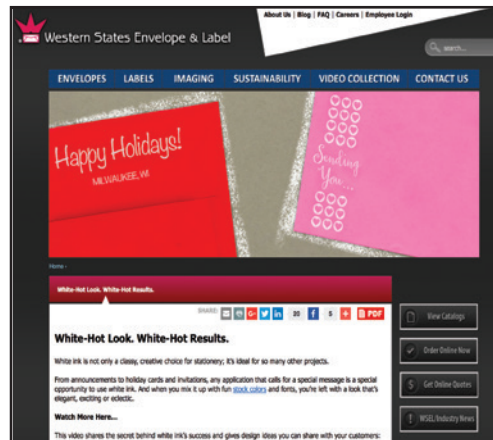
A video play button is an attractive feature in email marketing. What's the best way to use it? Don't embed it directly into your email—make sure it's viewable to every recipient by using a screenshot of your video's thumbnail image. Then link this image to your site where the video is embedded. Let's look at a few benefits and tips for using video marketing effectively:

- The reason to embed a thumbnail image is that most browsers load images by default now, so your video has a much better chance of being clicked on and seen.
- Directing recipients to a landing page with the embedded video will allow you to include more content, such as a contact form to collect valuable customer data. It also drives people to your website, helping your online search score.

- Remember that your videos should always work in tandem with the email's content. Nothing is worse than a “bait and switch” situation where a recipient is lured into watching a video that has nothing to do with the email's main message. Also, mention the video's length of time to respect the viewers valuable watching time.

Video Worked for Us...

At Western States, we have our own video success story to share. We did an email, print and label marketing campaign for a recent Valentines promotion with a video that



showcased the engraving print process and white ink. As a result, our typical open rate of 20% yielded a 24.7% open rate. From that effort alone, we received 147 sample requests and 540+ video views.

See it for yourself at: www.wsel.com/valentines-day.

Use video to market products and services. Add a mailing with envelopes and labels, and you have a watchable, winning combination!

Video Content Ideas

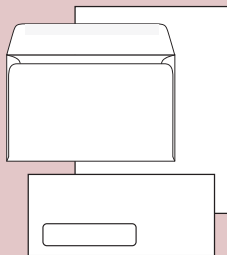
- How-to's for a specific printing or mailing technique.
- New product launches with a short demonstration and call-to-action or special offer information.
- Heading to a trade show? Record your team talking about what attendees can expect to see and learn from your booth or breakout session.

Product News

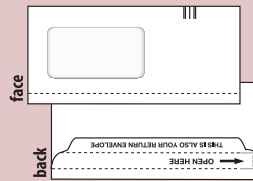
Our Eco-Friendly Offerings

As a tie-in to our “Add More Eco to Your Direct Mail” article, here are some of our products that use the earth's resources wisely:

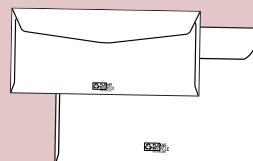
- **Globe 100®** (*FSC® Certified*) products are made from 100% post-consumer recycled materials. Acid-free, lignin-free and archival, there are several envelope styles and colors as well as letterhead and card stock to choose from.
- **Recovery® Envelopes** (*FSC® Certified*) are made from 30% post consumer waste and are processed 100% chlorine free. A quality, acid-free white wove (92% brightness), there are several envelope styles as well as letterheads ready and available.



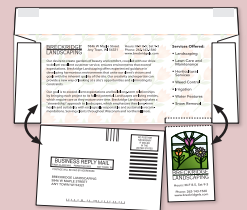
- **EcoEnvelopes™** (*FSC® Certified*) reduce mailing inventories by 50% and eliminate the need for separate business reply envelopes (BREs). These resourceful envelopes can be manufactured with up to 100% post-consumer waste content, and are made with eco-friendly inks and biodegradable window film, or you can custom create a catalog with a tear-off postage patch for one of your customer's BRM return or CRM return.



- **“Please Recycle” Envelopes** (*SFI Certified*) products feature a simple PLEASE RECYCLE THIS ENVELOPE imprint that reminds consumers to recycle rather than discard their mail.



- **Convertible Mailers** use up to 35% less paper while eliminating insert and fulfillment costs because they're an envelope, postcard and business card all in one. This unique custom envelope product can be made with any recycled stock you choose.



Learn more and get complimentary samples at: www.wsel.com/sustainability/eco-friendly-products.

Who's Taking Off with Tyvek®?

Find out who has cashed in on the \$1,000 travel vouchers so far in the Tyvek® Travel Promotion. Learn more about Tyvek® products and how you can participate in this promotion at www.wsel.com/tyvek. Or follow past winners on Twitter: [@TyvekEnvelopes](https://twitter.com/TyvekEnvelopes), [#envelopes](https://twitter.com/envelopes).

Five Days. Your Way. Guaranteed.

If your customers need a special #10 window envelope without the wait, we can deliver.

Now you can go beyond our in-stock selection of Western Sulphite® diagonal seam #10 window products to get exactly what your customer needs in **five days or less**. Here's how:

- We'll use white or security tinted window die cuts with 24# Western Sulphite® paper and fold up to 60,000 window envelopes, ready to ship in 5 business days or less.
- Finished window envelopes are ready to ship in 5 business days or less from receipt of order (by 2:00pm CST) to ship date.
- Includes #10, 24# Western Sulphite diagonal seam window envelopes with or without Wesco blue or black inside security tint.
- Includes die cutting and folding with remoistening seal.
- Choose from a large inventory of available window dies.

Do your customers need other converted envelopes in a hurry? No problem! Our 5-day converting guarantee is also available for **furnished** stock of 50,000 or fewer for: Commercials, Booklets, Collections, Announcements, Catalogs or Coins. Plus get **free shipping** when you add enough stock to meet your free freight minimum.

Learn more about our 5-Day Window Envelope Guarantee and download our flyer at: www.wsel.com/5-day-windows.

VOTE for Envelopes AND Labels

With election season rapidly approaching, make sure your customers are ready with all the promotional and voting materials they need. Help them think outside the ballot box for effective envelope & label ideas, such as:

- An interactive **Peel 'n View® envelope** with surprise window and detachable sticky note reminder to feature an upcoming voting day.
- Use **Laser Label Sheets** to add special slogans or images to campaign mailings.
- Build candidate awareness with **Bumper Stickers** and **Window Clings** that are durable yet easily removable.
- **Door-Hangers** are a personal way to promote a candidate's credentials.
- Municipality must-haves for voting: **"I voted" Stickers, Absentee Ballots/Envelopes.**

Contact us at 800-558-0514 or visit www.wsel.com/contact to ask about opportunities like these to grow your business!



Jane MOORE 2016

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

Want to Build Business?

Blog with us!

Do you know where your paper comes from? What social media strategies work best for you? Know the difference between cross-channel and multi-channel marketing? Can you share your growth process? Why shouldn't your customers skimp on print?...

These are just a few of the topics addressed in our *Under the Flap* blog, courtesy of guest bloggers who are successful professionals just like you.

Read. Comment. Connect. And make a difference in your business.

Visit www.wsel.com/blog to join today!



Thank you Spencer and TMR Direct for sharing your Direct Mail Transformation Story, it was a very interesting guest blog:

<https://www.wsel.com/blog/mail-room-inc-direct-mail-transformation-story>

Customers' Corner

Everyone loves a good story—share yours!

We want to hear about your experience with us, or even another professional experience you had and how Western States helped you. Or, have any postal discount success stories to share? Help us keep the story campaigns going—we'll reward you for sharing with a **free Visa Gift card** for your participation! 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:

