



Wisconsin • Ohio • Kentucky • Minnesota

Western States Envelope & Label

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Spring/Summer 2015

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WANTED: Your Brilliant Ideas

As we've said before, this is *your* newsletter. That's why we want to create content from which you can benefit.

Since we serve many different professionals in print, graphic arts and mail service industries, we want to develop a newsletter that has something for everyone. But we need your help...

Tasty News Bites

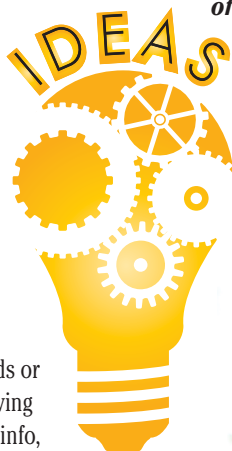
We want to give you information you can sink your teeth into. Instead of longer feature-length articles, we'd like to deliver smaller "bites" of valuable information in categories such as:

- **All Things Print:** any tips, trends or ideas related to printing (time-saving techniques, equipment, ink/stock info, etc.)
- **All Things Digital:** anything related to digital production, products, etc.
- **All Things Mailing:** tips and techniques, postal updates and promotions, etc.

- **All Things Marketing:** direct mail tips, integrated marketing ideas, etc.

The Brilliant Part

Now that you know the areas we want to cover, *what do you want to see more of?* But what's in it for you? A free gift...



When you put your "thinking cap" on, we'll give you some sunglasses to go along with it! Your topic ideas or suggestions will earn you a pair of sunglasses, just in time for summer!



Thanks for your time and consideration—we look forward to your brilliant ideas that will truly make this newsletter shine! Email us at marketing@wsel.com, or call 800-558-0514 and ask for Marketing.

What's on Your Mind?

Excited about an industry trend? Have a cool link, valuable service or sales tip to share? Any product experiences you want to talk about...Tell us what's on your mind by joining the Western States social media community!

Join our *Under the Flap* blog. Tweet with us on Twitter. Post comments on Facebook. See valuable videos on YouTube...if you're out there, we want to hear from you!

Go to www.wsel.com to get started today.

President's Perspective

The printing and mailing industry in the United States continues to show remarkable strength in the face of competition from an increased number of alternative ways for people to communicate their message. This strong demand and even a renewed interest in printing is driven by the superior effectiveness of a printed image on paper.



You may be reading or hearing more about the science of Haptics... a branch of psychology that investigates sensory data and sensation derived from the sense of touch. Advertisers are discovering that the haptic sensation evoked by the paper an ad is printed on will affect a consumer's judgment of the advertised product. By touching an ad, the paper characteristics could alter the judgment of specific product characteristics. The following quote from Doris Young, Creative Director, Wynn Resorts, sums it up: "Choosing the right paper accentuates your message to the guest. It says you care. Having something tangible in your hand that feels good, from the gift card, letter, invitation or marketing offer we send, holding it and touching it has a more lasting impression. Print is not deleted from their mind as easily as a 'click'."

This is powerful stuff! It gives us a significant advantage over the other forms of communicating. We need to bring this message to our customers. We need to show them how our products can more effectively help them to communicate their own messages and grow their businesses.

At Western States Envelope & Label we have many attractive and distinctive envelope and label products that will help your customers increase the haptic impact and effectiveness of their messages. The envelope is the first thing the recipient of a message touches. A product label establishes the product's image. Show your customers how to make the best first impression. Get in touch with your Western States Representative to get some fresh ideas. We are ready, willing and more able than ever to get you what you want quickly and easily.

Put us to work for you today!

Thankfully yours,

Mark

Mark Lemberger
President/CEO

Success in a Story

Since the dawn of mankind, nothing is more compelling than a good story. Stories connect us as humans, reminding us of our struggles and triumphs. But the power of a story isn't just personal; it's professional, too.

A story that links prospects to your business can transform them into long-standing customers. Why is a story approach successful in business? Five reasons:

- 1) Stories are a natural medium for conveying messages.
- 2) Stories connect the head and heart.
- 3) Stories are a genuine form of persuasion.
- 4) Stories get "inside" an idea.
- 5) Stories: a) draw people in, b) are remembered and c) are internalized.

To tell your story effectively, you need to get inside the heads and hearts of your customers. Match their wants and needs

with your offerings. How can your product or service really make their business better: does it save them time and/or money? Streamline their processes? Without a story approach, your message sounds flat. With a story approach, your message is appealing. Compare these examples:

No Story

XYZ Print Shop is dedicated to providing customers with quality products, innovative solutions and exceptional service.

Story

As budgets shrink and demands grow, it's more difficult than ever to keep pace with your customer needs. You can't afford a new digital equipment investment, yet you can't afford to lose customers. Our print services can help. We can print your digital projects in less than two business days for 20% less than it would cost you to purchase, staff and maintain your own digital equipment.

Ready to tell your "Once Upon a Time" tale to customers and prospects? It's sure to create a happier ending (and new beginnings) for your business.

The ideas and examples in this article are courtesy of Kevin McArdle, who recently presented at the PIA's Print Leadership Summit.

To discover how to find your story, build your story and make it come alive, visit **McArdleBusinessAdvisors.com** or call **612-865-7503**.



Product News

Digital Solutions Printed Daily. Need to keep pace with your digital requests but don't have the right equipment or can't make the investment? Let us help with our Digital Laser M and Digital Inkjet presses. They deliver precise, get-noticed color on quantities of 5,000 or less, and are perfect with our digital products. Request your complimentary samples at www.wsel.com/digital-equipment. Or get your free digital catalog featuring more than 300 products at www.wsel.com/digitalcatalog.

What's New? Check out our new **10-24 Digi-Max™ Regular Side Seam Envelopes (#2558)**, our **10-24 President w/ Blue Wesco Regular Envelopes (#3033)**, or our **10-24 President "C" Poly Window and Blue Wesco Tint Envelopes (#3034)**. Simply search by product number at www.wsel.com or call 800-558-0514 for assistance.

Your Way in 5 Days. Deliver value with our 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. Learn more at www.wsel.com/envelopes/capabilities/converting.



Tell Us Your Story

Now that you understand the power of selling your story in business, we hope you can help us tell ours.

Western States wants to make more of an impact with new customers and prospects by using stories to sell our products and services. Our message isn't compelling unless it reflects actual customer experiences.

We want to know why you work with us, how we help your business grow, or why you'd recommend us to others. It can be something as simple as a responsive service or product delivery experience, or a more involved and unique product solution we provided.

Fuel for Your Story

After all, it's your experience that fuels our success, so the least we can do is give you some fuel in return! Share your Western States experience with us and not only will you be featured in our marketing materials; we'll reward you with a free gas card!

To Tell Us a Story, email your contact info to marketing@wsel.com to get started and **earn your free gas card.** We can't wait to hear from you!

How Consumer Marketing = B2B Success

Did you know some of the same techniques that work in consumer direct mail marketing campaigns are also a hit in business-to-business (B2B) campaigns?

Consumer and B2B audiences are distinctly different, but some methods are surprisingly similar. What it boils down to is;

- pinpointing your target
- a compelling offer
- sending them effective, results-generating messages that are easy to reply to.

Here are a few specific ways you can apply consumer direct mail marketing strategies to your B2B efforts:

Get your list in order. Your list of current and former customers is the best place to start; these are professionals who've already

experienced your products/services. But you still need to get that list updated and in ready-to-mail shape so you're sending to a qualified rather than undeliverable audience.

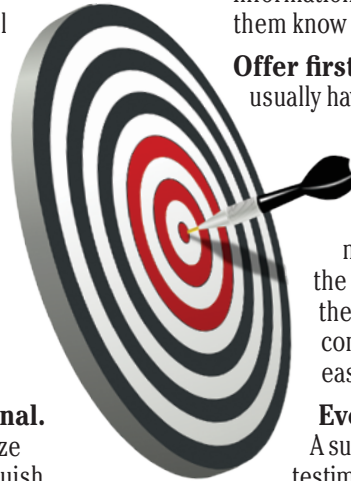
Turn features into benefits. The "what's in it for me" principle applies to B2B and consumers alike. Potential buyers want to know how the features of your product/service will benefit them.

Be professionally personal. Taking the time to personalize your B2B mailing will distinguish your efforts from other "business junk mail." Simple techniques like using stamps

versus bulk-mail and adding "requested information enclosed" to your envelope lets them know you mean business, too.

Offer first, plain and simple. You usually have a bit of creative wiggle room with consumers, but B2B offers should be direct and upfront. Whether it's a free consultation or 10% off their next order, tell them and build the rest of your message from there. Remember to make the contacting or follow-up portion as easy as possible, too.

Everyone loves a testimonial. A success story or customer testimonial goes a long way in eliminating risk for potential business buyers and building trust in your product/service.



The Power of Customer Loyalty

You know that fostering customer loyalty is not a "one and done" process. It's a longstanding culmination of many factors. So what can you do to build loyalty in your business? Consider these tips:

- Loyalty from the inside out.** Customer loyalty starts with a loyal employee base. You need to hire people who share your company's values. Believe in your people and respect their talents and suggestions. Invest in training and empower them to be the best professionals they can be. The more loyal your employees are, the more it's reflected in how you do business.

- Respect reigns.** Honor what's in the best interest of your customer—not whatever policies and processes best serve your business.
- Sharing is caring.** An open, honest relationship with your customers is a transparent one. If you withhold information, you risk creating doubt in a customer's mind and jeopardizing the trust in that relationship.
- Get personal.** You have to empathize with customers. Personally connect with their experiences; then gear your products/services accordingly.

- Asset vs. liability.** Remember that customers are not a liability; they're the lifeblood of your business. Your successful customer relationships are what move your business forward.
- Listen and act on suggestions.** Operating a business without customer feedback is like driving a car on fumes—a stalled experience is inevitable. Remember that their suggestions are the fuel you need to drive a successful business.

FREE Print Apply App Gets Revamped

The FREE Print Apply app we sponsor is getting a fresh look and some added features you won't want to miss...

This mobile app gives all print and graphic design professionals instant access to a variety of data they use daily, such as a paper weight reference chart, proportion wheel, envelope sizing chart, fraction converter, spine width calculator and much more.

The enhanced Print Apply app will be completely rebranded with a new logo and these added features:

- New interface with a push notification option to keep users engaged with everything from new products to upcoming trade shows.

- Many more envelopes to reflect products from Western States.
- A first-ever labels section.
- Redesigned interface for all sections that use calculations.
- Bonus section for users who register with us.

Print Apply is currently available on iOS iPhone and Android. These new enhancements will be available for iPhone by early July and Android by late fall.

*Don't have the existing Print Apply app? Get your **FREE** download at www.wsel.com/printapply.*



Awarded for Graphic Excellence

We're thrilled to continue our tradition of creating award-winning products for customers like you with two 2015 Graphic Excellence Awards!

The Graphic Excellence Awards competition is one of the largest in the graphics industry—more than 800 entries were submitted this year! Western States won a **Best of Division** for Specialty Inks or Coatings, Fragrances or Invisible Printing Inks for a **Metallic Envelope** we created collaboratively with Color-Logic. We also received a **Best of Category** for Flexo Narrow Web Labels and Wraps, Rolled Products/Pressure Sensitive for **Specialty Foil Embossed Olive Oil Labels**.

The Graphic Excellence Awards are sponsored by the Great Lakes Graphics Association—a trade association representing printers, the allied print industry and print suppliers throughout Illinois, Indiana and Wisconsin. Learn more at www.glga.info.

What can award-winning products like these do for your business? Contact us to find out at www.wsel.com/contact.

Best of Division



Best of Division



Metallic envelope.



See video here: www.wsel.com/blog/value-experience

Specialty Foil Embossed Olive Oil Labels



Are You at the Centr? PRINT MEDIA CENTR



From blogging and presentation etiquette to technology and summer productivity tips, the Print Media Centr website definitely lives up to its *Print Long and Prosper!* tagline with 2.5 million+ views in 2014.

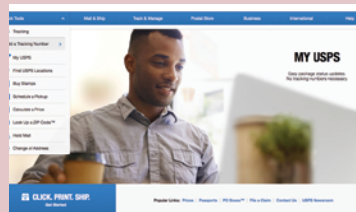
Follow founder Deborah Corn's information "galaxy" via social media. Her hard work and dedication are proof that social media works, and that this online medium's potential is as infinite as our universe.

For access to info that's truly out of this world, visit www.printmediacentr.com.

In fact, more than 100,000 professionals currently

Your Post Office Anywhere™

If you haven't logged on already, check out the newly designed United States Postal Service website at www.usps.com. It's much cleaner and user-friendly. In fact, it opens with an engaging 92-second video that immediately speaks to you as a customer and relays the benefits and convenience of using USPS services. It's a great example of a site that truly reinvented itself!



www.usps.com/yourpostoffice

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

Thanks for your continued interest!

We received **408 replies**, including requests for product samples, blog sign-ups and info about online ordering. But our favorite things to share are your positive comments:

- "Your envelopes are great!"
—Melissa J., OH
- "Y'all are awesome—one of our favorite vendors. Thanks!" —Dean C., TX
- "Have been very pleased with your products."
—Barbara S., IN
- "Your customer service people are most helpful and knowledgeable." —Steve F., MD
- "I always get good ideas from your mailings!"
—Meg R., WI

Please keep sending us your ideas, comments and suggestions. There's no deadline because we're always looking for your input. Plus *we'll reward you with a free gift!* Contact:

Renee Berger, Editor

Eric Kidman, 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:

