



INSIDE THE ENVELOPE & LABEL

Western States Envelope & Label

Across Tom's Desk

As I step into my new role as President/CEO of Western States Envelope & Label, I'm proud of our history. For 108 years we have given our customers outstanding products and services while offering meaningful employment to our dedicated workers. They always keep your satisfaction in mind while performing at their highest level. I'm also proud of how much they support each other, often coming together as a community in times of need.



We constantly innovate and adapt to your changing requirements, coming up with new products such as our Digi-Clear®, Digi-M™, our Tear-ific® product lines, and refining our continuous-improvement activities to reduce cycle times.

The future looks even brighter. We're working on ways to further reduce cycle times so we can deliver your products more quickly. We're adjusting our already best-in-class warehouse systems so you can call later in the day to receive next-day service from our unrivaled stock product selection. We'll also introduce additional new products in our revised envelope resource guide coming out in early fall.

You have my pledge of exceptional quality and service. We appreciate the opportunity to prove why we're the premiere provider of envelopes and labels.

Thankfully Yours,

Tom Rewolinski
President/CEO

What's Inside

SUMMER 2016

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The Email and Direct Mail Advantage

You already know the key to an effective marketing effort is an integrated mix to reach your target audience (print, direct mail, email, social media, radio, etc.). But did you know that one of the heaviest hitters in this mix is email marketing? In fact, recent findings show email marketing delivers a 3800% ROI and \$38 for every \$1 spent.¹ Another promising statistic is that 91% of consumers check their email at least once per day.² Also, a DMA response rate report proves Direct Mail outperforms all digital channels combined by nearly 600%.³

But how can you leverage the power of email marketing and direct mail together? Ponder these tips:

Build your audience. You may have a decent existing email list, but a good way to build on it is to send a direct mail piece to generate new email sign-ups, or direct them to a personalized landing page. Include a trackable / personalized URL or QR code directing recipients to a dedicated landing page where they can join your email list and mailing list to receive future offers and information. Other ways to build your email list include:

1. Blog and use social media and your website to ask for new subscribers;
2. Solicit and collect email addresses and updated mailing addresses at tradeshows, open houses, luncheons, seminars/conferences, etc.
3. Run contests or free product giveaways where recipients may join by signing up for future emails and mailings.

Remember the more channels you engage them with, the more successful your campaign results will be.

Plan your content. It's easy to get overwhelmed by this step, but remember you don't have to reinvent the wheel. Maybe you attended a tradeshow or seminar recently and have good industry tips to share. Or you have an existing customer newsletter to draw information from. Repurpose existing content from all these resources by giving it a fresh angle or enhancing it with effective email and direct mail content like images, videos and targeted links.

Test your efforts. Nothing's worse than spending time and effort on a campaign that's fired into a black hole. In other words, you can't improve if you don't track and measure how you're doing. Use free tools like Google Analytics to track click rates, conversion rates, web URLs, QR codes and any other data fields that help enhance or shape future messages and/or offers.

Want to see an email and direct mail campaign in action? Sign up to see how our ongoing campaigns promote our offerings at www.wsel.com/subscribe

1. source: www.campaignmonitor.com/blog/email-marketing/2016/01/70-email-marketing-stats-you-need-to-know/
 2. source: www.marketingcloud.com/blog/91-of-consumers-use-email-at-least-daily/
 3. source: www.iwco.com/blog/2015/04/14/dma-response-rate-report-and-direct-mail/

Raise a Glass to Beverage Labels

From boutique wineries to microbreweries, the artisan beverage industry has been guzzling up market share. How can you keep the glass of opportunity full for your customers in this growing industry? Help them create the perfect beverage label...

If you have a favorite artisan-crafted beverage you enjoy, you've been on the professional *and* consumer side of products. So you know how an effective label can give a first impression that either sizzles and sells or fizzles and flops. A perfect example of effective labeling is in the wine industry.

With techniques like gold foiling, stamping or adding a rich texture through embossing, a bottle of wine could easily sell for several dollars more than it's worth. If a bottle with an opulent label looks like it's worth \$35 dollars yet is priced at \$15, consumers will feel like they're getting a good value. And it's no trick—that wine really is priced right at \$15, but consumers are more likely to buy it if it looks like it costs more.

A properly branded and effective label design also works for beer, soda and other specialty drinks. Consumers are drawn to colors, shapes and styles that reflect what they want in a beverage. For example, beer labels with a fresh look or artsy feel will likely draw in microbrew consumers who don't mind paying more for a great tasting artisan-crafted beer.

How can your specialty beverage customers make consumers drink more of what they see? Consider these key attributes:

- **Design.** Think about colors and a look that reflects your customer's product in its truest form. The design needs to be alluring to that beverage's target consumer.

- **Content.** What information is included is just as important as the label design. Decide what needs to be conveyed and what is just adding clutter to the label's appearance.
- **Materials.** Will this product need to withstand room-temperature shelves and a swim in an icy cooler? Consider materials that will keep the label in tact, such as waterproof substrates and adhesives.
- **Application.** How is the label being applied? By hand or machine-applied? It's very important to know label application preferences so it's best designed to fit the desired applicator.

*For the perfect specialty beverage labels, check out our **award-winning offerings**. Then **contact us** for more information and complimentary samples.*

www.wsel.com/labels-food-beverage



More Pain Points Revealed

Last time we covered the issue of limited equipment offerings. Another pain point revealed was **integrating traditional print in today's digital world**.

Print is what you know. It is what you do successfully. But how can you find a profitable place for print in our digitally driven, mobile-device-dominated marketplace? Integrate...

It's proven that no one marketing medium can stand successfully on its own. Marketing across various mediums is the key to reaching more customers and prospects. Western States Envelope & Label has the knowledge and expertise to help you tap into ways that print enhances digital offerings. Check out our:

- **Blog:** See our January 2016 Guest Blog entitled "What's the Difference Between Cross-Channel and Multi-Channel Marketing?" at www.wsel.com/blog/whats-difference-between-cross-channel-and-multi-channel-marketing
- **White Paper:** An excellent way to integrate print with digital while reducing mailing costs is by participating in the USPS promotions. Our complimentary white paper has all the details at www.wsel.com/usps-promotions-2016
- **Samples:** Engage mail recipients



Peel 'n View® envelope.

with unique interactive envelopes like our Peel 'n View® that can feature customizable and trackable landing pages, a web page, use a purl (personalized url) or include a scannable QR code. Get your complimentary sample at www.wsel.com/peel-n-view

Need more integrated print and digital ideas to grow your business? Subscribe online at www.wsel.com/blog/email

**What are your pain points?
Tips for overcoming obstacles?
Share them at:
www.wsel.com/pain-points**

Mail and Save in 2017...



The USPS recently announced its new mail discount promotions for 2017, adding one new and valuable opportunity for small businesses to the mix:

The Standard Mail Direct Mail Starter Promotion (from May–July, 2017) provides an incentive for small businesses to use mail as a marketing channel. To qualify for the upfront 5% postage discount on up to 100,000 pieces, Standard Mail letters and flats must include any print-to-mobile technology such as QR codes.

Download our complimentary white paper with all the 2017 USPS Promotions details at www.wsel.com/usps-promotions-2017

Soft Touch, Hard Savings

The outer envelope that housed this newsletter issue exemplifies a touchy-feely way to pique interest, boost response and save money...

That caressingly smooth surface you feel is created using Soft Touch coating. This coating delivers a smooth, velvety feel that adheres to paper, boards, films and foils. It enhances the textile feel of a piece, yet will not streak or bind up equipment. Soft Touch coating also has very good rub-resistance and is silicone free.

We used this sample to show you how a sensory technique could be used to make a mailpiece stand out. When recipients touch this surface, they instantly feel something silky and different about this piece. And that sensory moment is what captures their attention so they spend more time with the mailing.

The other reason we used this sample is to demonstrate how it qualified for the USPS 2016 Tactile, Sensory and Interactive (TSI) Promotion. This same promotion will continue next year, running February through July 2017. Here are the steps we followed to get approval:

1. Reviewed the USPS mailing requirements before starting design



and production: ribbs.usps.gov/ mailingpromotions/documents/tech guides/2016Tactile SensoryInteractivePromotionpdf. (Note: USPS 2017 requirements aren't published yet; revisit ribbs.usps.gov/ mailingpromotions (for current info).

2. Consulted our local Mail Representative to discuss production and specs to ensure piece meets promotion requirements.
3. Reviewed these items lifted from the USPS TSI requirements document, as they helped us understand what mail class is included in the promotion, which treatments are eligible and the **authorization process**:

All mailpieces* participating in the TSI Promotion must be submitted to the Promotion Office for review and approval no later than one week prior to the first mailing within the registration period. Each mailpiece is reviewed individually. Approval of any one mailpiece does not guarantee approval of future pieces. The Program Office responds to all inquiries within **3 to 4** business days.

*Prototypes, mock-up samples, previous used samples, etc. can be submitted as the representation of the final mailpiece to see if the proposed concept would meet the TSI Promotion criteria (pre-verification). However the actual mail piece must be submitted to the TSI Promotion Office one week prior to the first mailing for final review/approval.

When submitting a mailpiece for consideration, please include the name of the promotion (Tactile, Sensory and Interactive Promotion) on the address label. **Each sample must be numbered and clearly indicated what specialty element, technique or treatment is to be considered for review and approval.** Additionally, the name and email address of the point of contact must be included:

4. When our mailpiece was approved, we began final production, mailing and distribution!
5. Once mailed, we will track this mailpiece's results to gauge effectiveness. As mentioned in "The Email & Direct Mail Advantage" article, your customers can use free tools like Google Analytics to track click rates, conversion rates, web URLs, QR codes and any other data fields that help enhance or shape future messages and/or offers. We will be sure to share our postal savings and response results in the following newsletter.

Request your own sensory samples to inspire your customers to create an impactful mailpiece for the 2017 Tactile, Sensory and Interactive (TSI) Promotion next year. Have more questions about our process with this mailpiece? Contact us at www.wsel.com/contact or 800-558-0514.

Product News

Mini Catalogs. Mega Opportunities.

Looking for a convenient way to promote specific envelope and label products? Look no further than our mini catalogs!

We've created new mini printed catalogs that fit easily into a binder for the following product segments:

- **Celebrations:** Features a party of products to make every event fun and memorable.
- **Holiday Products:** This product collection harnesses the spirit of the holiday season.
- **Packaging:** Get all the stock and custom packaging, shipping and mailing solutions your customers deserve in one handy place.

- **Digital Stock Products:** Digital is done right here with a complete line of digital envelopes, letterhead and cardstock to accommodate increasing demands for digital products.

Request your mini catalogs, as well as our main Stock Products Guide and Label Resource Guide at www.wsel.com/view-catalog

New Label Sell Sheets.

Tap into added sales opportunities through our comprehensive line of label products. In fact, one customer saw a **30% increase** in revenue by offering label products to one of his clients.

We've just created a new sell sheet and samples to help you increase your bottom line and promote labels to the *Food & Beverage* industry. New label sheets will soon follow for:

1. Food & Beverage
2. Automotive/Industrial/Chemical
3. Bath & Body/Cosmetics
4. Education
5. Medical/ Neutraceutical/ Pharmaceutical/ Farmaceutical
6. Office & Professional
7. Service Industry/ Promotional
8. Sports & Recreation



Download your new customizable label sell sheets for the Food & Beverage Industry and request samples at www.wsel.com/labels-food-beverage

What “Green” Really Means

You hear it all the time: “Go paperless, go green.” Many corporations and governments have encouraged customers and employees to switch to online statements and paperless transactions. But are these efforts more about cutting “green” from their expenses than preserving the planet’s resources?

Learn why an effective message matters and how you can use it effectively in an informative guest blog we recently posted by Phil Riebel, President of Two Sides North America, Inc. Two Sides is a non-profit that promotes the environmental and social benefits, as well as the responsible production and use of print and paper.

Get Phil’s full story at www.wsel.com/blog Want more insightful info like this? Sign up for our blog at www.wsel.com/blog/email

Copyright 101

As professionals in an industry based on creative endeavors, copyright is an important aspect of your business. But understanding the intricacies of copyright regulations can be as daunting as earning a law degree. So let’s make it simple...

What is Copyright?

Copyright gives one the exclusive right to control how his/her creative work is exploited and reproduced. Copyright protects any kind of written work, artwork, including illustrations, photographs and graphic design.

What’s Protected by Copyright?

A design must be “original” or not copied from another source to be protected by copyright. But theoretically, two identical designs could be copyrighted by different owners if they coincidentally were created independently.

To be protected by copyright, the original design must be fixed in a tangible medium of expression. Examples of this are written down on paper; on a computer’s memory; or recorded in a visual medium such as a DVD, tape or film.



Copyright protection

More specifically, software that creates fonts is protected by copyright, which is

why you need a license to use someone else’s font-generating software. However, the U.S. Copyright Office refuses registration for the artistic design of font itself (i.e., a typeface).

What’s NOT Protected?

Though an expression of an idea is covered, the idea itself is not. For example, the idea of drawing a missing puzzle piece on a company logo is not protected. But the particular design of a missing puzzle piece as part of that logo is protected. Here’s a list to keep in mind about what is not copyrightable, but can be trademarked:

- Titles
- Slogans
- Names
- Measurement Charts
- Calendars
- Simple Geometric Shapes
- Symbols
- Variations of lettering or coloring

Copyright versus Trademark

What’s the difference between copyright and trademark? Copyrighting is simply the act of using the trademarked item in written text to market, advertise, or convey a viewpoint and citing that text as your own. Trademarking is a means of identification to distinguish a name, symbol, figure, or word as unique to that merchant or manufacturer. Note that even if a name is trademarked, it can still be used in a design or written work as long as it isn’t manufactured under that name.

For more about copyright, visit the U.S. Copyright Office at www.copyright.gov

What’s Your Story?

Yes, our industry can be fiercely competitive. But if we keep all our efforts in a vacuum, how will we succeed?

It’s all about sharing. No, not “giving away the farm” by revealing a specific product or service advantage you offer; but by sharing NEW ideas that will help customers grow. And by letting us know how Western States Envelope & Label helped you make those ideas a triumphant reality.



Did you have a positive experience working with Western States or do you have a customer story to share? 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

Customer Feedback

Thanks for your tremendous feedback! We’re delighted to report that we had more than 136 requests for complimentary samples, catalogs, product comments and more information about our recent offerings. Please help us keep this newsletter going strong—your comments and concerns, suggestions and ideas are very important to us! Contact:

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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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