



Wisconsin • Ohio • Kentucky • Minnesota

Western States Envelope & Label

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Winter 2016

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The Stories Continue!

We are thrilled to share more great experiences with you from our Tell Us a Story Campaign...

Insert Success Here Kansas City, Missouri

One of our customers recently had a positive experience overcoming an inserting issue with their client. This client purchased a state-of-the-art inserter that still had issues after months of tweaking. Our customer consulted their WSE&L Sales Rep, Brian Dahl who wanted to come to this client's facility to see if he could help.

After reviewing the process, Brian suggested purchasing side seam envelopes. He coordinated sample envelopes to meet proper specifications and worked with our customer and their client's contacts to find an agreeable solution.

Our customer told us their client's operators were so happy when the first shipment of new envelopes arrived, as they worked so well on the inserter. Brian continues to stay plugged into helping this customer with their client's operations and processes.

A Homerun Effort Sussex, Wisconsin

Between writing up orders, getting them into production, coordinating with outside vendors, ordering materials, and coordinating

jobs from start to finish, Missie Mauldin's workday is hardly uneventful. As Customer Service/Project Management at Color Ink, Missie knows the value of a good team of professionals. That's why she's glad to be working with us...

"The team at WSE&L knocked it out of the park once again. We had a customer with a large project in which envelope printing and converting was a large part of the program. Without WSE&L, we could not have completed this program for our customer. Not only was our Sales Rep Matt Fritschel wonderful about keeping in touch, the finished product was perfect!"

Missie looks forward to future team efforts with us. "I love that Matt is a valuable resource. I know he will review our process and make suggestions where he feels we can be more efficient or save costs."

Missie says speed and expertise is key to a good vendor relationship. "We need our vendors to provide competitive pricing and quick turnarounds. I also appreciate when a vendor is a quality resource and can anticipate issues before we go to press. That's why I'm thankful for the excellent communication we receive throughout each project and for the positive attitudes and dedication from the WSE&L Team."

Did Western States Envelope & Label help you overcome a specific challenge? Find a unique product or service solution? Tell us about it at marketing@wsel.com and earn your free Visa Gift card!

President's Perspective



Are you a "new year's resolutionist"? As a new year begins, many of us resolve to get one or more personal things accomplished during the coming months. Have you thought about making a new year's resolution regarding your business? Now would be a good time to make a commitment to gathering ideas on how to help grow your business in 2016.

One way you might do this is by pursuing work that you have previously shied away from or ignored. Find a good partner who can help you get more business from old customers and new business from new customers. Always be on the lookout for potential new customers. Do some prospecting and cold calling. It can actually be fun if you involve a partner who can help you to prepare in advance with interesting materials, samples and ideas to present to prospects. Throughout 2016, the United States Postal Service is going to give your customers some postal savings opportunities if they make use of a special promotional mailing program they are offering. We have products and ideas which are a perfect fit with these promotions. See the details regarding these USPS promotions elsewhere in this newsletter and be the first one to bring this information to your customers and prospects. They just might thank you and show their appreciation by rewarding you with some new business.

While you may face some difficult decisions during 2016, one easy decision you can make is to involve Western States Envelope & Label in your efforts to grow your business this year. Contact us to get more information about products and ideas we can provide to help you to make this a successful year for you and your customers. Resolve to give us a call and put us to work for you today.

Thankfully Yours,

Mark

Mark Lemberger
President/CEO

Mail Like You Mean It and Save Money!

Promote. Engage. Profit...all three are possible when you and your customers participate in the 2016 United States Postal Service (USPS) Promotions.

The USPS promotional programs are tailor-made opportunities to educate customers about combining mail with digital and mobile technologies to increase responses and conversions while decreasing mail expenses! Here's a preview with key dates to remember:

- **Tactile, Sensory & Interactive Mailpiece Engagement**

Registration: January 15 – August 31, 2016
Promotion Period: March 1 – August 31, 2016

- **Emerging & Advanced Technology/Video in Print**

Registration: January 15 – August 31, 2016
Promotion Period: March 1 – August 31, 2016

- **Earned Value Promotion**

Registration: February 15 – March 31, 2016
Promotion Period: April 1 – June 30, 2016

- **Mobile Shopping**

Registration: May 15 – December 31, 2016
Promotion Period: July 1 – December 31, 2016

- **Personalized Color Transpromo**

Registration: June 15 – December 31, 2016
Promotion Period: August 1 – December 31, 2016

Get the details and ideas you need in our **com**
Approved USPS Promotions **white paper** at www.wsel.com/usps-promotions-2016.



WSEL Tear-ific® Envelope

How Can We Deliver For You?

Customized as well as interactive stock products are very popular and require creativity and proper production time. So we can deliver what you need when you need it, please plan ahead with us for 2016 USPS Postal Promotions.

Contact us to talk timelines and get more from your mailing while spending less on postage!

Tracking Label Trends

Labels are a smart, savvy option for any size business. To prove it, here are some current label and packaging trends you and your customers can consider to make a profitable first impression...

- **Digitally Integrated.**

Product labels need to keep pace with smartphone usage and capitalize on the customer experience by using technologies such as QR Codes and Near Field Communication (NFC). In addition, Braille, audio and large print labels are also in demand in the pharmaceutical industry to meet needs of visually impaired consumers.

- **Clearly Cleaner.** The minimalist approach is popular. This means clean, clear labels that let the customer have a transparent look at the product.



Earth friendly seed stake with compostable label.

- **Planet-Friendly.** Any label or packaging product that uses fewer resources gains more respect among customers. Think labels

made with recycled stock and compostable labels, or plant-based inks and plastic packaging options. Let us help you explore resources for sustainable label products.

- **A Natural Look.** Natural-looking stocks, especially for craft food and beverage products, are on the rise. It's evident through uncoated textured papers and designs that reflect a return to nature.

- **Customized and Variable.** Shorter runs of more customized packaging are emerging to help products stand out and engage consumers. Likewise, labels are

demanding more variable content and customization to make a bigger impact.

- **Opened and Closed.** Reclosure labels are a growing retail market favorite. From baby wipes to salad mix, reclosures are convenient and keep products fresh in a self-contained seal that's more portable than a cumbersome lid. They're made with less material (design builds label into the packaging), which means a lower cost per unit and more potential for profits. Plus thanks to today's label technology, reclosures are FDA-compliant for food products and ideal for many applications whether wet, dry or oily.

From trendy to traditional, the right label for your customers' needs is here at Western States. *Learn more at wsel.com/label-capabilities.*



Reclosure label.

New Year, New Ideas, New Opportunities

Ahh January. A clean-slate month for many businesses. It's a time to step back, recalibrate and reset those goals for the upcoming year. But you don't have a plan? No new goals are in place? Don't worry—any month is a good month to get on track and track your progress. Here are some tips to help you do just that...

- **Think 25/5.** Warren Buffett has an amazingly simple yet effective approach to setting and achieving your goals referred to as the "25/5 Rule." Read more about it in our **January Blog** (www.wsel.com/blog/pick-your-top-5).
- **Be SMART.** SMART goal setting is all about taking a specific path to reaching goals. This acronym defines goals as being Specific, Measurable, Attainable, Realistic and Timely. Search "SMART Goal Setting" online for a whole host of great links to get you started.
- **Work Backwards.** Sounds a bit unconventional, but working backwards is actually an effective way to set and attain goals. Start with that ultimate goal and keep taking steps back to map out how you'll get there. Learn more with a simple "backward goal setting" search online.



What Are Your Pain Points?

Pain points. They're hardly anyone's favorite two words in the print and mail industry, but they are our reality. The best way to ease the pain is to find out where it hurts, then find comforting solutions.

Read any trade publication or peruse info online and you know that our industry has had its share of struggles. So many good things have happened, but many factors have forced us to reinvent ourselves and the way we do business. Reinventing ourselves successfully starts with identifying our challenges. Finding out where it hurts. Once we start talking, we can find common ground, share ideas and start the healing process.



What business issues keep you up at night?

Is it equipment? Pricing? Meeting customer demands for more innovative, digital-based marketing? Please share your pain points, as well

as any tips that have helped you overcome obstacles and continue to grow your business. We want to create an exchange where professionals like you can express yourself and find valuable solutions.

Post your comments at www.wsel.com/pain-points. Let's share, heal and grow together!

Product News

Digital Done Right

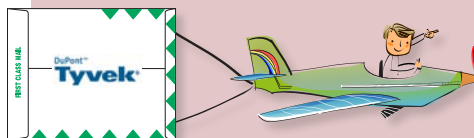
Need stationery solutions that run beautifully and seamlessly on your digital equipment? Our convenient Digital Catalog will do the trick. It's packed with products that are ideal for digital printing applications, including high-temperature laser/toner-based machines.

Download it online or request your binder-ready hard copy at www.wsel.com/digitalcatalog.



We're the Whole Package

Your customers' products are special. They deserve to be in something special. That's why we offer all-in-one packaging and mailing solutions for every industry. Read more and receive your complimentary Packaging Catalog at www.wsel.com/packaging.



Take a Trip with Tyvek®

Get away with a chance to win a \$1,000 travel voucher when you participate in the Tyvek campaign sponsored by DuPont. Get details at www.wsel.com/tyvek.

Perfect for Postal Promotions

Our offerings will help you and your customers participate and succeed in the 2016 USPS Postal Promotions:

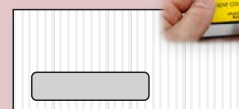
- Interactive envelopes like Peel 'N View® and Tear-ific®
- Eco-friendly reusable envelopes
- Textured stock with custom-converted envelopes
- Scratch 'n sniff labels
- How about using laser die-cut labels?
- Use WSE&L for enhanced flexo, digital and jet press envelope printing.



Scratch and sniff label.



Peel 'N View®



Western Groove #2574 & #3230

Plan ahead—Customized as well as interactive stock products are very popular and require creativity and proper production time.

So we can deliver what you need when you need it, contact us to talk timelines and create campaigns that deliver more yet cost less for your customers.

And the 2016 PANTONE® Color Is...

A softer and first-time-ever blending of two shades: Rose Quartz and Serenity.

To calm the stresses of modern-day living, consumers seek mindfulness and well being by welcoming colors that psychologically fulfill a yearning for reassurance and security. Together, Rose Quartz and Serenity demonstrate an inherent balance between a warmer embracing rose tone and the cooler tranquil blue, reflecting connection and wellness as well as a soothing sense of order and peace. The prevalent combination of Rose Quartz and Serenity also challenges traditional perceptions of color association.

Learn more about this calming color palate at www.pantone.com/color-of-the-year-2016. Check out our stock products in these hues at www.wsel.com/products/prism and www.wsel.com/fine-papers.



Is Your Paper Local?

Guest blogger Mike Olive from Domtar recently posted an interesting blog on our site about the importance of “buying local” when it comes to paper.

He encourages professionals to think about where their paper comes from and why buying in North America makes sense:



“When you buy paper made here in North America, you’re supporting hundreds of thousands of hometown jobs and a manufacturing industry that contributes billions to our local economy. For every 100 jobs at a paper-manufacturing mill, the industry provides an additional 325 jobs outside of the mill... Additionally, North American manufacturers invest 20 percent more than imports to operate in the U.S., investing in local communities and contributing more in corporate taxes.”

Another factor to consider is the value of paper and print. Many of your customers hear the misleading claim of “Go green—go paperless.” This message doesn’t meet best practices for environmental marketing because it ignores the fact that paper is the only product that’s 100% renewable. In fact, paper is recycled more than any other U.S. commodity and has great carbon characteristics.

Read, Watch and Share

Read more of Mike Olive’s “Where Does Your Paper Come From?” blog at www.wsel.com/blog/do-you-know-where-your-paper-comes-from.

Informative. Effective. FREE...

We’ve got four great white papers bulging with valuable info to help you and your customers do more with envelopes, labels and direct mail marketing. Download your complimentary copy of:

- “Exploiting the Marketing Advantages of Mail” (www.wsel.com/MAM-Whitepaper)
- “Making Mail Better” (www.wsel.com/MMB-Whitepaper)
- “Promote. Personalize. Profit:” Laser Label sheets are a win-win for your customers and your business. (www.wsel.com/laser-label-sheets)
- “Grow with Compostable Seed Stake Labels” (www.wsel.com/compostable-label)



Customers’ Corner

Tell Us Your Story...

Thanks to those customers on page one for sharing their stories. Please keep this story campaign going—tell us about a specific product or service challenge we helped you overcome 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

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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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