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The USPS Plays a Vital Role

By Steve Brocker

Study Shows 8.7 Million Mailing Industry Jobs

This April, the Institute for Postal Studies of the Envelope Manufacturers Association Foundation (EMAF) released its 2010 Mailing Industry Job Study. Results show that the mailing industry is the backbone of the American economy. It supports 8.7 million American jobs and makes significant contributions as employers and purchasers of American goods and services. The industry rang up total sales revenues of more than \$1.1 trillion, which is more than 7% of the U.S. gross domestic product. Even with the internet, mail remains a critical part of the infrastructure for communications among consumers, businesses, and the government.

The information contained in the Job Study was obtained from Census and Labor Department databases and by the Direct Marketing Association (DMA). The Study divided the industry into three main categories:

- **Mail Production, Distribution, and Handling**
Includes jobs that manufacture mailing products, produce mailing machines, create

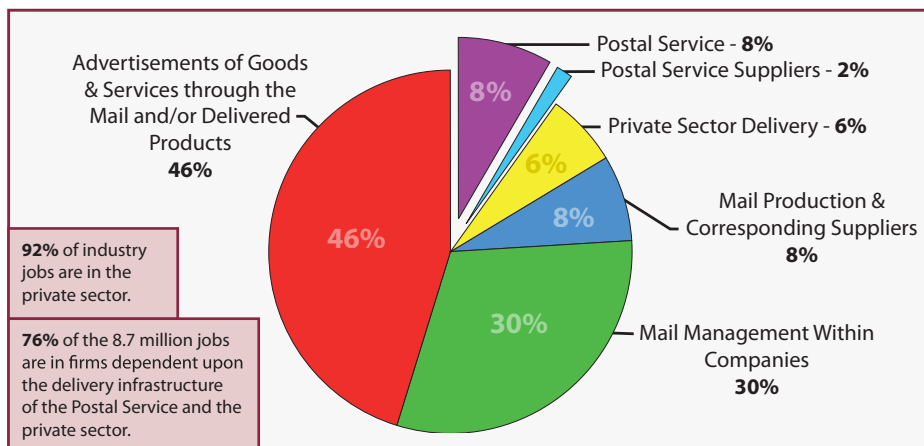
and distribute mail, and deliver mail and parcels. ***This category has 2.1 million jobs and revenues of \$261 billion.***

- **Management of Mail in all Industries**
Includes jobs that manage mail for all organizations/businesses. ***This category has 2.6 million mailing industry jobs.***
- **Sales of Mail Delivered Products & Services**
Includes jobs that sell and deliver products or services through the mailstream. ***This category has 3.9 million jobs and revenues of \$878 billion.***

A Significant Provider with Significant Challenges

The illustration below shows the breakdown of mailing industry segments. Note that there are 10 times as many jobs in the private sector compared to the USPS even though those jobs attract the most focus by legislators and the media. 76% of the mailing industry jobs depend upon the delivery infrastructure of the Postal Service. Government policies that have a dramatic

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President's Perspective

As your source for envelope and label products, we have always been focused on providing you with the products you want, when you need them and at a competitive price. Over the years as your customers have become more demanding, you have had to align with suppliers who can help you meet those more difficult and ever-increasing customer expectations and demands.



We are motivated to be the best at helping you meet these challenges from your customers. We understand that giving you consistently superior products and service is the most effective way we can help you grow your business and build a loyal customer base. In our continuing quest to be the best we can be for you, we are constantly improving our processes and adding interesting new products to give you a competitive edge in your marketplace.

This issue of *Inside the Envelope & Label* is packed with information about exciting new products and interesting ideas for you to present to your customers. We have creative, cost-effective solutions for almost any envelope or label situation. Please let us turn your challenges into opportunities. We are anxious for a chance to help you grow and prosper. Call your Western States Sales Representative, and put us to work for you today!

Thankfully Yours,

Mark

Mark Lemberger
President

impact on the USPS affect many more workers. The great majority of legislators, and consumers for that matter, have no idea that the mailing industry reaches into the American economy to this extent.

We know the Postal Service is scrambling; trying to run as a business with no tax dollars, but having to deal with government and regulatory oversight is illogical and cumbersome at best. While Congress is mired in its own budgetary mess, the Postal Service is facing a critical juncture of its own. It needs relief from the \$5.5 billion Retiree Health Benefit pre-funding annual requirement. The Postal Service is asking to manage its own employee healthcare, including retirees. There would be no need for pre-funding as the balance in the fund already exceeds \$42 billion. They

also have a plan to manage their own pension funding, separating from the Federal Employees Retirement System (FERS). This is overfunded by about \$7 billion already.

On the cost side, look for a major USPS push to reduce Network Distribution Center (NDC) locations from over 500 to about 200 within two years, which will ultimately require Congressional involvement. The Postal Service has already laid out a plan to close over 3,000 retail locations.

How You Can Help

As part of the mailing industry, we need Congress to address these issues now. The longer they kick the can down the road without offering legislative help, the more it hurts the Postal Service's ability to manage their financial obligations. This

could eventually affect all of us. Legislators must understand that many private sector jobs, including ours, are connected to the Postal Service's livelihood. I don't believe Congress or the President want the burden of USPS costs in the Federal Budget, which means they should let the USPS manage itself like a business. Their failure to act is hurting all of us.

Show this Job Study to your U.S. Representative or Senator. Explain how many jobs depend on a financially healthy Postal Service in their district and state. I can guarantee it will be an eye-opener for many of them. Please visit us at westernstatesenvelope.com for more information and a Powerpoint presentation supporting all of this job data.

We congratulate Outside Sales Rep Rob Janowski for receiving our 2011 Sales Excellence Award, which is based on a 5-year performance standard for superior sales achievement. "The thought of winning the award hadn't really crossed my mind. It was quite an honor," recalled Rob, a dedicated professional who's been with Western States for 27 years come this October.

His typical day is anything but typical. In fact, it's juggling all his duties while providing

exceptional solutions to his customers in Western Wisconsin that keeps his job interesting. "What I enjoy the most is all of the variety I encounter. . . Even after all these years, I'm still challenged with many different types of projects and situations on a daily basis."

Though he's delighted about receiving the Sales Award, Rob says he didn't do it alone. "Winning an award like this isn't possible without the wonderful support I receive from all departments at all of our facilities."



Sales Rep Rob Janowski with his Award.

Here to Serve You



We're proud of the knowledge and service our sales force delivers. This photo gives you a chance to meet all of our Sales Representatives. Are you new to Western States? Call 800-558-0514 to find out which Rep is ready to serve you!

Less is More...

Greener. Smarter. Better.

One simple way to be more environmental in your business is to use environmentally responsible products. You can start with Western States, since we have many SFI and FSC certified products that deliver more by using fewer resources:

GLOBE 100™: All products in this line are made from 100% Recycled Post-Consumer Waste.

Dura-Print® Green: This durable, printable product line marries paper and oxo-biodegradable poly into one substrate that looks, feels and handles like paper but has the strength of plastic.

ecoEnvelopes™: This 30% post-consumer recycled envelope is an outer envelope and a return envelope all in one that reduces mailing materials inventory by 50%.

“Please Recycle” Envelopes: Features a “Please Recycle This Envelope” imprint on each envelope to remind consumers to use their recycle bin instead of discarding their envelopes in the trash.

Recovery®: This line is made from 30% post-consumer recycled paper and is processed 100% chlorine free.

For more about our environmentally responsible products, call 800-558-0514 or visit us at westernstatesenvelope.com.

The Choice is Clear

Digi-Clear® Envelopes

Did you happen to notice the crystal clear window on this newsletter’s mailing envelope? This window is actually designed and tested to run seamlessly through high-temperature digital equipment. Traditional windows often shrink, wrinkle or melt when sent through a high-temp digital machine — a problem that can be easily overcome with Digi-Clear envelopes.

These window envelopes are available in a wide variety of sizes, ranging from a 6¾ commercial to 9 x 12 Catalogs and Booklets. To learn more and see a video demo, visit us online at westernstatesenvelope.com/digiclear.

For flyers you can brand yourself, please go to: westernstatesenvelope.com/flyers.

Convenience and Savings are in the Bag

Are you or your customers looking for an innovative packaging solution that’s simple, fast, flexible and cost-conscious? Look no farther than Western States Envelope & Label.

We have an Autobagging system that automatically indexes, seals and trims each bag to meet your precise packaging requirements. It offers many options for your bag including reclosable zippers, tamper-evident seals and OSHA-compliant hang holes. Your package can include just labels, just envelopes or any combination of both in a collated kit. Other features and benefits it offers:

- **Flexibility.** Loads through the bottom or side of bags to allow for packaging a wide range of shapes and sizes, including compressible goods. Easily changes over to accommodate a variety of product requirements.
- **Speed.** Loads up to 70 packages per minute in its intermittent mode; up to 120 packages per minute in continuous mode.
- **Attractiveness.** Delivers five-color, edge-to-edge, two-sided printing, barcoding and an extensive array of closure and display options available to enhance the finished appearance of your bagged products.

“We originally purchased this machine to package labels for a customer who required a resealable bag with a hang hole, so the product could be sold in a retail setting,” noted Eric Schmidt, Divisional Manufacturing Manager for Western States Envelope & Label. Schmidt added that this resealable bag had a zip-strip top to protect the product on the store shelves. Once purchased, the consumer could tear off the top of the bag and keep the product within the resealable packaging.

Our Autobagging system is ideal for larger volume projects (20,000+ packages) as an alternative to shrink-wrapping or polybagging. It’s also ideal for any retail-based product that requires packaging with a hang hole.

Beyond its time-saving capabilities, our Autobagging system can yield a considerable cost savings versus traditional methods of shrink-wrapping or polybagging. “For larger scale projects, this solution could save 30% in packaging costs,” Schmidt added.

For more about our Autobagging capabilities, contact your Western States Sales Rep or Customer Service at 800-558-0514. You can watch a video of the autobagger in action by visiting westernstatesenvelope.com/autobagger.



Our operator Tia Yang fulfills an order on the Autobagger.

Specs at a Glance:

width 3 to 14 inches
length 3 to 18 inches
thickness .0015 to .004 inches
Product weight: Max. 5 lbs.

You can improve your marketing efforts by improving your product literature. Here are a few ways you can get a better response by creating more effective brochures:

Get personal. You’ll increase readability if you put the recipient’s name on the brochure’s cover. With today’s digital technology, this is an easy and inexpensive feat.

Best benefit first. Want your recipient to look inside? Put your strongest benefit on the brochure cover. As you develop content, keep a features/benefits approach throughout. Get inside your target audience’s head with content that answers “What’s in it for me?”

Looking good. Since many people are first attracted to pictures rather than words, it’s important to produce a brochure with great visuals. Besides quality design and images, you can also pique interest through creative brochure sizes, folds or added dimensions. How about adding a QR code so you can interact and track the recipient’s response?

Push the envelope. Nothing makes a better first impression than an effective envelope. Get creative and improve your response with our Tear-ific™ envelopes. They’re a USPS approved mailing solution that eliminates the need for a letter opener, thanks to a unique perforated design.

Your Challenge. Our Solution.

When challenges become solutions, they can save money, change the face of how you do business, and open the door to a bigger bottom line. That's why we're introducing this new case studies column. We want to share ways we've helped businesses face challenges by crafting true envelope and label solutions. Our first case study was for a wholesale meat and cheese provider...

Client:

A printer customer in Eastern Minnesota with a meat and cheese wholesale client.

Product:

Customized meat packaging tags for this printer's label customer.

Challenge:

This printer needed to help his wholesale meat and cheese products provider. As a wholesale provider of premium meat and cheese products, this client needed to grab the attention and compete successfully with other products throughout select grocery stores in Central Wisconsin and Eastern Minnesota. They wanted to create packaging that was unique and attractive, yet durable through many processes. Rather than a traditional label affixed to the product, they envisioned a tag approach but didn't have any actual specs in mind. The printer knew that once these tags are applied to their client's summer sausage, they

must withstand being packed in bulk cartons, transported onto trucks and skids, and showcased in store refrigerators. The tags also had to catch a shopper's eye without looking tattered, dull or faded. When their current label provider couldn't meet these challenges, this wholesaler called on a trusted printer who had done other work for them to help make recommendations. This printer then contacted his knowledgeable Western States Sales Rep to help him develop a product that he knew his would make his customer happy.

Solution:

This was an opportunity for the printer to help their customer get noticed and build sales of their summer sausage products and perhaps gain future opportunities. After several conversations and revisions, Western States created: a 2.5" x 3" 10 pt Polar Stock printed with 4 spot colors, laminated on 2 sides with a hole drilled and #5 white twine strung in the upper left hand corner, sheeted in stacks of 1,000 and packed in boxes. It was a labor-intensive solution that took six weeks to create a prototype and finish, but the end-result was well worth the wait. This project coincided well with the time it took for the summer sausage to age before packing and distribution.

The product tag allowed this wholesaler to showcase their products to existing and prospective buyers, and pick up additional space in several stores. As a result, this very satisfied customer has since moved all of their product label business to our print customer in Minnesota.



Tamper Evident Security Labels

You can build in protection with our Silver "Void" Polyester labels. These tamper evident security labels are designed to come apart and destruct when they are removed, leaving the word "void" multiple times wherever the adhesive meets the application surface and on the back of the label itself. You can also add customization to this product with consecutive numbers/codes for each label.



- **Label Material:** Polyester facestock with permanent solvent acrylic adhesive; liner is 50# SCK
- **Printing:** Thermal transfer, up to 3 colors
- **Quantity:** Available in rolls of 250
- **Order #s:** Black (RL20051) or White (RL20055)
- **Ideal for:** Important documents, asset tags, or any other materials that must not be tampered with

For more information, contact your Sales Rep or visit us at westernstatesenvelope.com.

Please Call, Email, 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.westernstatesenvelope.com

An early reminder to save the date and see us at the PSDA (Print Services Distribution Association) National Trade Show on June 6, 2012 in Baltimore, Maryland.

Holiday Closing Reminder

We will be closed for the following Holidays:

Thanksgiving:

Thursday, November 24 and Friday, November 25

Christmas:

Friday, December 23 and Monday, December 26

New Year's:

Friday, December 30 and Monday, January 2

Online ordering is always available for your convenience at westernstatesenvelope.com

A big **THANKS** to all who replied to our last issue. You've helped to increase our responses by 200+ returned cards. We've now broken our 550 returned cards record—amazing!

We had 287 requests for the Intelligent Mail Survival Guide, 190 Stock Product Guide Requests, 230 requests for various samples and 85 requests to sign up for our online ordering. Here are some of your comments and suggestions:

- Meg from Milwaukee, WI: "Thank you. I always get good ideas from your newsletters!"
- Chris from KY gave us an idea for a line of new products.
- Jayne from Evansville, IN gave us a nice note about enjoying our newsletter also.
- Thank you Greg from IL for your comments about including the brightness rating on all of our white envelopes—we will be including that information as we continue to make improvements to our marketing materials.

Thank you! Please keep sending us your comments and suggestions and we'll reward you with a free gift! There's no deadline because we're always looking for your ideas. Send them to:

Renee Berger, Editor
Inside the Envelope & Label

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

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With Us

