

# A Tear-ific® Way to Build Business

It's Tear-ific!

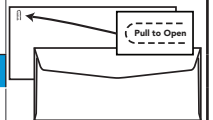


Nothing increases direct mail response better than pieces that are inviting and easy to open. That's just what your customers will get with Tear-ific® envelopes.

- Its unique, perforated design delivers a direct mail message more conveniently and effectively, and eliminates the need for a letter opener.
- Increases response by enticing and engaging recipients with a new way to open their envelope.
- Did you know your customers could increase ROI if just one more order is generated from 1,000 pieces mailed? Terrific results like this are possible with Tear-ific® envelopes.
- SFI Certified.

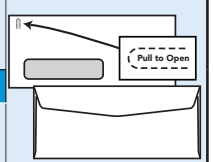
**Western Sulphite® "Tear-ific"® Side Seam Regular White Sulphite** (SFI CERTIFIED), Two Side Seams Under, "Tear-ific"® Tear Strip, Remoistening Seal, Flap Down, Pre-printed with "Pull to Open"

No.	Size	Sub.	Prod. No.	Color/ Descrip.	Quantity Box/Ctn	M Wgt.
10	4 <sup>1</sup> / <sub>8</sub> x 9 <sup>1</sup> / <sub>2</sub>	24	2592	White	500/2500	14



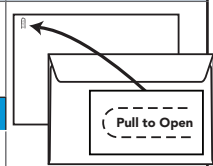
**Western Sulphite® "Tear-ific"® Side Seam Window White Sulphite** (SFI CERTIFIED), Two Side Seams Under, Glassine Window, "Tear-ific"® Tear Strip, Remoistening Seal, Flap Down, Pre-printed with "Pull to Open"

No.	Size	Sub.	Prod. No.	Color/ Descrip.	Quantity Box/Ctn	M Wgt.
10	4 <sup>1</sup> / <sub>8</sub> x 9 <sup>1</sup> / <sub>2</sub>	24	3130	White C 1 <sup>1</sup> / <sub>8</sub> x 4 <sup>1</sup> / <sub>2</sub> window, 7/8 left - 1/2 bottom	500/2500	14



**Western Sulphite® "Tear-ific"® Side Seam Booklet White Sulphite** (SFI CERTIFIED), Two Side Seams Under, "Tear-ific"® Tear Strip, Remoistening Seal, Flap Down, Pre-printed with "Pull to Open"

Size	Sub.	Prod. No.	Color/ Descrip.	Quantity Box/Ctn	M Wgt.
6 x 9	24	4604	White	500/2500	22



# Want better direct mail results? Better tear here.

**It's Tear-ific!**

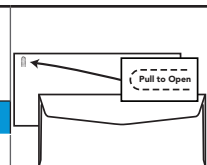


## Watch your direct mail response rates rise with Tear-ific® envelopes:

- Its unique, perforated design conveys a direct mail message more conveniently and effectively.
- Eliminates the need for a letter opener.
- Increases response by enticing and engaging recipients with a new way to open their envelope.
- Did you know it's possible to increase your ROI if just one more order is generated from 1,000 pieces mailed? Terrific results like this are possible with a Tear-ific® mailing.
- Get better results with a mailing solution that delivers. Get Tear-ific® envelopes.

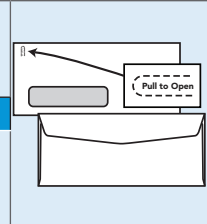
**Western Sulphite® "Tear-ific"™ Side Seam Regular** *White Sulphite (SFI CERTIFIED), Two Side Seams Under, "Tear-ific"™ Tear Strip, Remoistening Seal, Flap Down, Pre-printed with "Pull to Open"*

No.	Size	Sub.	Prod. No.	Color/ Descrip.	Quantity Box/Ctn	M Wgt.
10	4 1/8 x 9 1/2	24	2592	White	500/2500	14



**Western Sulphite® "Tear-ific"™ Side Seam Window** *White Sulphite (SFI CERTIFIED), Two Side Seams Under, Glassine Window, "Tear-ific"™ Tear Strip, Remoistening Seal, Flap Down, Pre-printed with "Pull to Open"*

No.	Size	Sub.	Prod. No.	Color/ Descrip.	Quantity Box/Ctn	M Wgt.
10	4 1/8 x 9 1/2	24	3130	White C 1 1/8 x 4 1/2 window, 7/8 left - 1/2 bottom	500/2500	14



**Western Sulphite® "Tear-ific"™ Side Seam Booklet** *White Sulphite (SFI CERTIFIED), Two Side Seams Under, "Tear-ific"™ Tear Strip, Remoistening Seal, Flap Down, Pre-printed with "Pull to Open"*

Size	Sub.	Prod. No.	Color/ Descrip.	Quantity Box/Ctn	M Wgt.
6 x 9	24	4604	White	500/2500	22

