

## BRAND IMAGE IS EVERYTHING!

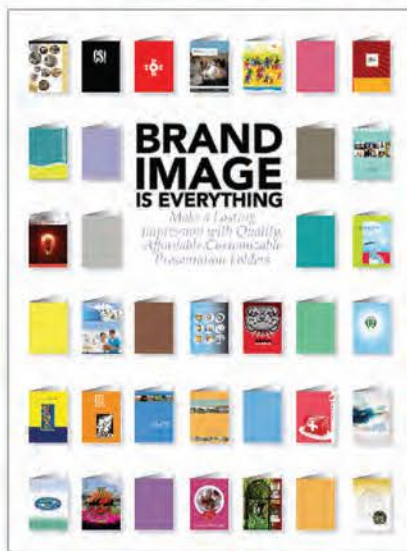
*New Presentation Folder Brochure tells the story*

Part of the Wilmer advantage is the ability for customers to showcase their brand with imprinting and customization options on many of our products, including our full line of Presentation Folders. The new Presentation Folder Brochure (W-PF-DE) is an excellent tool to show your customers how to effectively brand themselves.

**Make a lasting impression with quality, affordable, customizable presentation folders.**

Available in a wide variety of styles and formats, Presentation Folders fill any need – from Legal, Financial, and Hospitality Key Cards, to Document Folders. Not only functional, Presentation Folders also provide a positive first and lasting impression, since they are more likely to be saved by recipients compared to other forms of printed communication.

Visit [4wilmer.com](http://4wilmer.com) to preview the new catalog. Or contact Wilmer Customer Service at **888.567.7373** or email [cs@wilmerfolders.com](mailto:cs@wilmerfolders.com) to request a copy of the brochure (W-PF-DE).



The key to branding success is consistent messaging among all print and online communications.



## IDENTIFYING IDENTITY THEFT

**Identity theft is a real and present danger in our society.**

According to the U.S. Department of Justice, Javelin Strategy & Research, the average number of identity fraud victims in the U.S. is over 11.5 million annually, with the average loss per victim cited as \$4,930. Falling victim to this insidious crime not only impacts your wallet, but also your credit rating. Rest assured, Wilmer works hard to protect and preserve the identity of our customers.



**Total Vantage**



With all of the recent high-profile data breaches in the news lately, is it any wonder secure paper checks are still the gold standard for safe, secure transactions?

To find out more, see our "Software Compatible Checks and Forms" on [4wilmer.com](http://4wilmer.com).



# Doug's Dialog

By Doug Apple, Vice President and General Manager, Wilmer

## LEADER OF THE BRAND!

As we say in our new Presentation Folders brochure, "brand image is everything." But don't just take our word for it. Ask Coca-Cola, Starbucks, Google, Microsoft, Disney or Toyota. All masters of establishing a consistent brand that builds consumer trust and loyalty. Of course, most companies are not as well known or ubiquitous, or have the same deep pockets, as these brand behemoths. But it is still possible to – and necessary – for businesses of any size to build and promote their brand. I'm proud to say that Wilmer is here to help lead that effort. Many of our product lines – from Presentation Folders and PSMailers documents to Laser Checks and Envelopes – are customizable to include a company's logo or unique message. Branding efforts that might seem small can garner bigger returns. According to slideshare.net, the ability to hold and feel an object is often what consumers remember most about a marketing piece and the product, brand or service it represents.

**Putting your customers brand in the hands of the right people is what Wilmer is all about. I'd say that brands everyone a winner!**

# Wilmer

PO Box 2237  
Dayton, Ohio 45401-2237

RETURN SERVICE REQUESTED



PSMailers are the smart all-in-one self-mailer solution for Business, Healthcare, Government and Education. With a full line of equipment, documents and service, PSMailers provide everything your customers—and you—need to succeed, from A to Z.



A Wilmer Distributor

### "Keep sealing, keep selling..."

...that's the beauty of the PSMailers line of self-mailer solutions. With a system that can hold and seal documents all at once, my customers see instant savings in time, money and resources. And the wide variety of documents available, from payroll and billing to direct mail, brings repeat business. PSMailers are a win-win.

See our complete product line visit [4wilmer.com](http://4wilmer.com) or call 800.4WILMER (800.444.5437)

**It pays to sell!**

Visit [4wilmer.com/rewards](http://4wilmer.com/rewards) for details



## DON'T FORGET!



When placing orders for Laser Checks, remember Deposit Tickets and Deposit Bags. Wilmer's full line of Deposit Tickets serve as the ideal companion to our tamper-evident Deposit Bags. A positively smart – and safe – way to march into spring!

## DON'T MISS!

Wilmer's new ad series in Print Solutions Magazine featuring Wilmer Expert & Distributor words of wisdom

# MEET & GREET

## Fun Facts about Wilmer's Best



Sam



Irene

How many years have you been with Wilmer?

**Since October 2014**

What is your strongest talent?

**Fishing**

What is the best gift you've ever been given?

**My boat**

What is your favorite mode of transportation?

**Jet ski**

Have you ever won anything?

**A couple of wrestling tournaments in high school**

Were you named after anyone?

**The angel Samuel from the Bible**

What is your greatest accomplishment?

**Graduating college**

What is your favorite pro sports team?

**Cleveland Browns, Cincinnati Reds**

Your family pet is...

**Miniature Schnauzers**

What is your dream vacation?

**A month-long Caribbean cruise**

How many years have you been with Wilmer?

**13 years**

What is your strongest talent?

**Gift of gab if you call that a talent**

What is your favorite television show?

**Big Bang Theory**

What is the best gift you've ever been given?

**Grandchildren!!!!**

What model, year and color was your first car?

**1971 blue Monte Carlo**

How many pairs of shoes do you own?

**More than I can admit to**

What is your best recipe?

**I have sooo many**

What is your favorite childhood memory?

**Trips to my grandparents in the mountains of PA**

What is your favorite holiday?

**My birthday. I like to share it with everyone**

What is your favorite sports team?

**Don't really have one but my dad would disown me if I didn't say Pittsburgh Steelers**

### Wilmer Sales Reps

Name, Location & Phone Number

**Tom Jackson.....800.497.8687**  
Portland, OR

**Bob Menker.....800.408.2372**  
Dayton, OH

**Rick Osterholt.....800.767.9979**  
Orlando, FL

**Bob Post.....800.653.3622**  
Los Angeles, CA

**Eric Schroeder.....800.983.8660**  
Chicago, IL

**Greg Stalker.....800.767.5265**  
Atlanta, GA

**Jack Techtmann.....866.765.5106**  
Philadelphia, PA

**Mark Travers.....877.977.0085**  
Dallas, TX

### Strategic Dealer Consultants

**Ken Borgerding.....866.274.1966**  
Charlotte, NC

**Dan Wilson.....714.998.3932**  
Orange, CA

**Joel Wynne.....937.221.2533**  
Dayton, OH

### How to Reach Wilmer Customer Service

Customer Service **800.4WILMER**

Phone/Fax.....**800.494.5637**  
800.553.4849 fax

Presentation Folders...**888.567.7373**  
866.902.6978 fax  
[cs@wilmerfolders.com](mailto:cs@wilmerfolders.com)

Email.....[wcs@4wilmer.com](mailto:wcs@4wilmer.com)  
(customer service)

[wilmer@4wilmer.com](mailto:wilmer@4wilmer.com)  
(marketing)

[artwork@4wilmer.com](mailto:artwork@4wilmer.com)  
(artwork files only)

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Mail Order Requests...Wilmer  
515 W. Sycamore St.  
Coldwater, OH 45828

Email Invoicing.....[wcs@4wilmer.com](mailto:wcs@4wilmer.com)  
Requests



**Earn \$10 - \$50 in Rewards with every NEW order!**  
It pays to sell! Visit [4wilmer.com/rewards](http://4wilmer.com/rewards) for details!