

**INTRODUCING  
THE 2017  
WILMER  
REWARDS  
PROGRAM:**



**WIN WITH WILMER!**

*This is the year of YOU! YOU are a valued partner with Wilmer. YOU work hard to bring your customers the best. YOU deserve valuable rewards for all YOU do. That's why we are pleased to announce the 2017 Wilmer Rewards program that makes YOU a winner all year long.*

With all qualifying sales, you **earn cash back on your reloadable, prepaid Wilmer VISA® Rewards Card**, accepted anywhere Visa debit cards are accepted, plus so much more:

- NEW!** Earn rewards for qualifying orders on a variety of products, now including **Wilmer Custom Labels**, plus **double the reward amount for New Jersey Rx** products!
- INSTANT!** Receive text message alerts when your card has been loaded with funds.
- BONUS!** Use your rewards at **approximately 70 participating merchants...** more than last year and new merchants are being added all the time! For every purchase made with your Wilmer VISA Rewards Card at participating merchants, you will **receive 5% of the transaction total back onto your card.**
- EASY!** Manage your Wilmer Rewards account at [www.myprepaidcenter.com](http://www.myprepaidcenter.com)

**DON'T WAIT....START WINNING!**

- 3 easy steps to start collecting your rewards:**
  1. Be an active Wilmer Distributor
  2. Place an order for a qualifying product
  3. Complete and submit the Wilmer Rewards coupon with your order
- If you are not already participating** in the program, go to [4wilmer.com/rewards](http://4wilmer.com/rewards) or call 800-494-5637 for more information.

**MAKE IT LEGAL!**

**Legal Tab Dividers stand up in any court or law office.**

Files are the lifeblood of legal and financial offices. The full line of Wilmer Legal Tab Dividers are vital to organizing and safeguarding important documents:

- Printed on bright white post-consumer waste paper
- Tab titles printed front and back for quick identification
- Laminated with clear Mylar™ protecting against bending and tearing
- Available as individual tab titles or collated sets



Legal Tab Dividers are ideal for:

- Index briefs
- Legal exhibits
- Special litigation
- Mortgage documentation
- Real estate closings

**NEW**

**PSMailers features**  
- just in time for tax season!



We've been busy incorporating valuable new features into PSMailers systems to prepare your customers for a busy tax season:

- All models updated with stronger feed ramps for heavy use
- New rotating block feed system on the PSM7000 and PSM10K models
- All machines ship in sturdier boxes to protect your customers' investment
- New service pricing to suit a range of budgets
- Hot Swap Service\* - for customers out of service range, out-of-order machines can be exchanged for a working model with free freight

\*Annual Hot Swap Service Agreement Required

Don't forget the documents! A wide range of self-sealing documents are available for every application and need your customers may have. For more information, check out [www.psmailers.com](http://www.psmailers.com)

**GREAT NEWS IN NEW JERSEY!**

**New templates available for NJ Healthcare Facilities (HCF) scripts**

In September 2016, the New Jersey Prescription Blanks (NJPB) Program revised the Healthcare Facility (HCF) prescription scripts due to changes made to the prescription authority for Optometrists and Physician Assistants. Always ahead of the game, Wilmer wasted no time preparing scripts that comply with the new state regulations. In fact, **we were the first to submit proofs and receive approval to print!** Healthcare facilities may continue to use the old HCF template scripts through March 31, 2017, manufacturers were required to offer only the new scripts by November 21. With the April 1st deadline to convert to the new template scripts looming, now is a good time make sure customers are stocked and ready to comply.



**Earn double rewards on NJ Rx orders in 2017**  
Yet another good reason to sign up for the Wilmer Rewards Program: for all orders of New Jersey Rx products, you earn double the rewards!

**NEW MEDICAL BILLING FORMS**

Billing forms are the staple of any medical office. As part of our ongoing effort to keep up with trends and demands, Wilmer has added three new items to our Medical Billing Forms product line:

- New!** WLCS104-BK MC/Visa/Discover statement in Burgundy
- New!** WLCS106-BK MC/Visa/Discover statement in Blue
- New!** WLCS107-BK MC/Visa/Discover/AmEx statement in Blue
- WLCS101MC-BK MC/Visa statement in Blue
- WLCS101-BK Generic statement in Blue
- WLCS105-BK MC/Visa statement in Burgundy
- WLCS108-BK Generic Statement in Burgundy
- WSS9ANE Double window envelope, self seal, No service endorsement
- WRS9BNE Double window envelope, gum, No service endorsement

Available with choice of statement colors, 500/pkg, these general purpose billing forms are printed on 20# white laser bond with micro-perforation for ease of printing, opening, and remittance. Choose from forms preprinted with "We accept M/C and Visa"; "We accept M/C, Visa, Discover"; or "We accept M/C, Visa, Discover, AmEx" on the front and change of address backprint.

See cover story for details on how to participate in the winning Wilmer Rewards Program.

# Doug's Dialog

By Doug Apple, Vice President and General Manager, Wilmer

## Welcome to The Year



As we proclaimed in our Wilmer Rewards Program cover story, 2017 is "The Year of YOU."

You are entering the new year positioned better than ever to enjoy growing success and well-earned rewards for your efforts. In addition to our rewards-packed program, 2017 brings the promise of an upturn in the economy that we're already beginning to see in a number of indicators. According to a recent economic forecast by Kiplinger, investment spending by businesses helped push third-quarter GDP growth to a 2.9% annual pace, the strongest quarterly growth in two years. This bodes well for continued growth in 2017. Forbes also sees positive signs in the economy. The renowned institution says consumers will continue to play a large role in keeping the economy afloat and early indications suggest that the consumer will be in a better financial position in early 2017 than they were in 2016. Forbes prognosticators are also starting to see early signs of the industrial economy perking up later in the year, which will help contribute to the anticipated economic uptick. Bottom line is, your bottom line is looking up in 2017! And you can give it the first big boost to *The Year of YOU* by signing up for the Wilmer Rewards Program. See our cover story for all the details.

Selling Wilmer products has never been more rewarding!



**Rewards**  
WIN WITH WILMER!

Visit [4wilmer.com/rewards](http://4wilmer.com/rewards) for details or call 800.4WILMER (800.494.5637)

### 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 Techtman**.....866.765.5106  
Philadelphia, PA  
**Mark Travers**.....877.977.0085  
Dallas, TX

### Strategic Dealer Consultants

**Dan Wilson**.....714.604.6833  
Orange, CA  
**Mark Christian**.....937.972.7461  
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  
Email.....wcs@4wilmer.com  
(customer service)  
wilmer@4wilmer.com  
(marketing)  
artwork@4wilmer.com  
(artwork files only)  
Website.....4wilmer.com  
Mail Order Requests...Wilmer  
515 W. Sycamore St.  
Coldwater, OH 45828  
Email Invoicing.....wcs@4wilmer.com  
Requests  
Wilmer online portal.....yourwilmer.com

# Wilmer

PO Box 2237  
Dayton, Ohio 45401-2237

RETURN SERVICE REQUESTED

## TRADE SECRETS

Hot tips from successful Wilmer Dealers

A native of Dayton, Ohio, Wayne Weaver hitchhiked to Los Angeles, California, in 1969 and has been there ever since (but remains a loyal Ohio State Buckeyes fan). He worked as a Safeguard distributor for several years before forming Sterling Business Services, Inc. in 1991, where he continues to serve as President & CEO. Wayne offers his insights on how he maintains valuable long-term customer relationships:

*"Wilmer has been my source for checks and forms for 25 years. I still serve many of my former clients. Maintaining loyal repeat business is essential to consistent sales volume. My clients know that when they call or email me they'll always get someone who remembers them and what they order. Adding that personal touch is priceless to developing long-term relationships. I try to ask about their weather, sports, family, etc. I personally write a "Thank you!" and signature on every invoice - and include a few re-order stickers, too. I let my clients know they can call me with questions or issues with an order, any time. I believe that is what helps keep clients year after year, as well as the expertise and support of Doug, Julie, Wilmer Customer Service Reps, graphics, and exceptional plant services. I plan to be a Wilmer distributor for many years to come."*

Have a sales tip or success story you'd like to share with fellow dealers? Email us at [wilmer@4wilmer.com](mailto:wilmer@4wilmer.com)

"A personal touch is priceless."

Thank you



Dealer's Corner

## MAKE IT PROFESSIONAL!

### Tax Presentation Folders

Time for tax and financial consultations to gear up for tax season!

Wilmer is the perfect source to bring a personal, professional touch to tax reports, project proposals, and other presentation documents. Optional features available to meet a variety of needs and budgets:

- Available in one-part or two-part designs
- With or without a pocket
- Offer optional plastic binding strips to give your report a professional finished look



### Presentation Folders

Help your customers make a lasting impression with quality, affordable, customizable Presentation Folders. Watch for the latest release of our **Presentation Folder Catalog** coming soon! It's the perfect companion to our **brand new Presentation Folder Swatch Book** featuring the many paper stocks available for our Presentation Folders.



### Label this "AWESOME!"

Wilmer Custom Label Program keeps getting better

With a Custom Label order, you can always count on the Wilmer Customer Service team to assist you in placing the order completely and accurately. Not only will your customer's order be processed to their exact specifications, they also can expect a quick turnaround, often in 24-48 hours. Our centrally located warehouse means that most orders are delivered within three days of being shipped. If that isn't enough, we've made it even better. Our Custom Label Program now offers **new lower pricing**, plus, you earn **\$10 in Wilmer Rewards** for each order over \$100!

