

MORE TO LOVE ABOUT LASER



No up-charges! Free features! Now available in CMYK!

Could it get any better than this? You decide: Wilmer is pleased to announce the following savings, free features, and new print technology on our Laser Program:

- Free additional imprint colors, including non-standard PMS colors
- Free colored logos
- Free red numbering
- Free back printing
- No up-charges for additional and non-standard perforations
- No comp charges on New orders moved to Wilmer
- 3 new free digital security features:
 - V-Dot Technology – triggers the anti-chip copy in most color copiers that makes copies unusable
 - Digital Verification Grid - appears on the original and disappears when photocopied
 - Pigment Based Inks - will NOT wash away when chemical alteration attempts are made
- CMYK files now accepted

Our investments in new technology and features are designed to increase quality, deliver quicker turn times, and provide color consistency for all three check tiers in the Wilmer Laser Imprint Program.

LET'S GET REAL... ESTATE!

Presentation Folders make home buyers feel at home

With mortgage interest rates expected to remain below 4% this year, and home builder confidence at its highest level since 1999, the real estate industry will continue to be a HOT market in 2020.

Presentation Folders from Wilmer are the ideal way to package critical information for homebuyers, whether they're first-time buyers, moving up, downsizing, or building. Customized for the real estate professional, builder, lender or other industry professional, Presentation Folders provide a professional, branded, high impact and functional way to deliver listing information, construction plans, checklists, contracts, rate sheets, marketing materials, and more.

Need them fast? Wilmer offers a 24-hour turnaround time on Standard Presentation Folders, plus endless options to create a visually stunning marketing tool that differentiates your customer from the competition.

(Source: MarketWatch.com)



DOUBLE REWARDS

We're seeing DOUBLE! MARCH 1 – MAY 1, 2020

Don't look now, but we just doubled the Wilmer Rewards program! On most qualifying products sold during March 1st through May 1st, you will get TWICE the reward amount.

Eligible products include:

- 3-On-A-Page Checks
- Continuous Checks & Forms
- Healthcare Bags
- Imprinted Stock Envelopes
- Imprinted Laser Checks & Forms
- PSMailers Stock & Imprint Documents
- PSMailers Folding Sealing Equipment
- Rx Laser Sheets
- Rx Laser Pads



Place your order by emailing wcs@4wilmer.com or call 800-494-5637.

Ready to cash in? Simply use the special Double Rewards coupon available at 4wilmer.com/rewards and submit it with your qualifying order(s). You will receive a new pre-paid Wilmer Rewards card with TWICE the reward amount! (Be sure to sign the Wilmer Rewards Agreement to become eligible for the program! Email wilmer@4wilmer.com)

LOOKS ARE EVERYTHING!

Better packaging wins over consumers every time

There's no denying humans are visual beings. Drawn to people, places and things that are appealing, vibrant, exciting to look at. It's no different when it comes to product packaging. According to a study by Insights in Marketing, a full 93% of consumers ranked a product's visual appearance as the most important factor in selection.

Wilmer's new product packaging solutions help customers in key markets like these stand out from their competitors and capture consumer attention – and dollars:

- Food & Beverage Products
- Beer, Wine and Spirits
- Pharmaceutical & Nutraceuticals
- Health & Beauty Products
- Gift & Boutique Items
- Stationary & Office Products

Contact Wilmer today to discuss an effective packaging solution for your customer: **888.567.7373**, cs@wilmerfolders.com.



EXCUSES, EXCUSES!
Get Notes for Excused Absence here!
Look to Wilmer for quality, affordable Notes for Excused Absence products.

CUSTOM FORMS

Putting the YOU in unique

Everyone is looking for a way to stand out in their target market or audience. The Wilmer Custom Forms program provides countless ways for you – and your customer – to put the YOU in unique business forms.

Custom products from Wilmer include:

- Pressure Seal Mailers
- Healthcare products such as prescription pads, filing products and superbills
- Laser Checks & Forms
- Continuous Checks & Forms
- Deposit Bags & Tickets
- Envelopes
- Unit Sets
- Compatible Pegboard Products



With Wilmer Custom Forms, you can offer customers not only creative, custom products designed to their exact needs, but also a nationwide storage network to store and ship forms on demand, greatly reducing reorder time.

What's more, with our Custom Plus rewards program, you **earn extra rewards with every new custom order!** Visit 4wilmer.com and click on the Custom tab to learn more about the program and Custom Plus!

Psst...we've got the secret to mailing success

It's no secret that today's office staff – from accounting and HR to admin and front office – are expected to do more with less time and resources. But we're going to let you in on the secret to success in many fast-past, high-demand offices: **PSMailers!**

PSMailers pressure seal solutions are powerhouses when it comes to folding and sealing important communications, from payroll, accounts payable/receivable, grade reports, marketing mailings, and more.



Choose from a wide range of sizes and capacities, including the **PSM1800** and the high-volume **PSM10K** that can process up to 1,800 or 10,000 documents per hour, respectively. Both tremendously reduce the time, cost and hassle spent handling the task manually by office personnel.

The benefits of PSMailers aren't just limited to their productivity! With PSMailers folding sealing machines, you get:

- Shipment within 24 hours
- Sturdier packaging for shipping/storing
- Cleaning kits available
- Customer service to help with issues or service at 800-464-5030

Check out psmailers.com for more information.

And don't forget – PSMailers machines and stock & imprint documents are eligible for **DOUBLE REWARDS, March 1 - May 1, 2020!**

Wilmer Custom+PLUS Rewards
10% Rewards!
Get up to \$1,000*



PO Box 2237
Dayton, Ohio 45401-2237

RETURN SERVICE REQUESTED

Wilmer brings out the "KISS" for dealers



Joel Wynne
Wilmer Director of Sales & Marketing, answers questions inquiring minds want to know.

SHOUT IT OUT LOUD!

There's a popular acronym known as **KISS** that often serves as a guiding principle in business and in life. It stands for **Keep it Simple, Stupid** (or Sweetie. If you prefer the kinder version). For me, a die-hard fan of KISS, the legendary hard rock band, the word conjures up memories of live and very loud concerts in Dayton, Ohio. But I digress.

At Wilmer, we are dedicated to making "KISS" an integral part of our commitment to a long-term partnership with you, our dealers. A few examples we make doing business with Wilmer, easy, profitable and hassle free include:

No up-charges on new laser program – we've eliminated up-charges on additional and non-standard perforations, and other features (see our lead story for details).

PrintPlayer online order site – the simple, easy way to place orders online, with new products continuously being added, plus our new "recommended products" feature that suggest items you may also need.

Waive Composition Charges – in recognition of the effort it takes to convert business from one supplier to another, we will waive ALL composition charges on orders of a product from another manufacturer the first time it is produced in a Wilmer plant.

It's the kind of KISS that really brings out the Ace Frehley in me.

keep it simple stupid

VIRUS ALERT!

Sign-in Sheets crucial to risk assessment and management in health care facilities

The recent worldwide outbreak has brought much needed attention to the importance of healthcare office sign-in systems featuring an "out of the country" column.

With sign-in forms that flag patients who have been out of the country, doctors' offices and other health care facilities can better assess risk and manage the spread of potentially serious or deadly viruses and illnesses.

Wilmer Sign-in Sheets give health care providers confidential, HIPAA-compliant sign-in systems they need to provide patient privacy, but also to protect other patients and workers from exposure to serious illness.

Visit 4wilmer.com for a selection of Sign-in Sheets. (Order item: **W-PSGN-OOC**)

Patient Sign-In
Please sign-in and notify us if you:

- Are a New Patient
- Have a Change in Insurance/Phone/Address
- Have Traveled Out of the Country Recently

Date: _____

NO.	Patient Name Please Print	Appt. Time	Arrival Time	Appt. with	New Patient (✓)	Insurance/Phone/Address Change (✓)	Out of the Country Recently (✓)
1							
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25							

WPSGN-OOC

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

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

Mark Christian.....937.972.7461
Dayton, OH

Rhonda Perry.....614.949.0685
St. Petersburg, FL

Dan Wilson.....714.604.6833
Orange, CA

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

Labels.....cs@wilmerlabels.com
800.443.8847

Digital.....cs@wilmerdigital.com
800.443.8847 option#2

Email.....wcs@4wilmer.com
(customer service)

wilmer@4wilmer.com
(marketing)

artwork@4wilmer.com
(artwork files only)

Email Invoicing Requests.....wcs@4wilmer.com

Website.....4wilmer.com

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

Wilmer online portal...yourwilmer.com

eCommerce.....4printplayer.com

NEW! Tax Exemption Certificate IS YOURS ON FILE?

With the changes in tax laws since 2018, Wilmer is continuing the process of reviewing and updating our customer files to ensure we have valid Sales Tax Exemption Certificates on file and up to date.

In 2020, look for a letter from Wilmer Tax department asking you to update your tax exempt certificates. Be sure to follow the instructions closely because the laws have changed! Wilmer will begin invoicing sales tax in almost every state, unless we have a valid Exemption Certificate on file for your company. And make note:

Sales for Resale: If Wilmer drop ships product on your behalf to multiple States, we will need the appropriate tax exemption certificate on file.

The Multi State Form (MTC) – Uniform Sales & Use Tax Certificate- Multijurisdiction – covers 30 states.

W9s, registrations, or sales tax permits/licenses are NOT valid for this purpose.

Questions? Contact wcs@4wilmer.com, your Wilmer sales representative, or visit <http://www.4wilmer.com/resource-library>

As always...be sure to check with your tax professional for assistance.