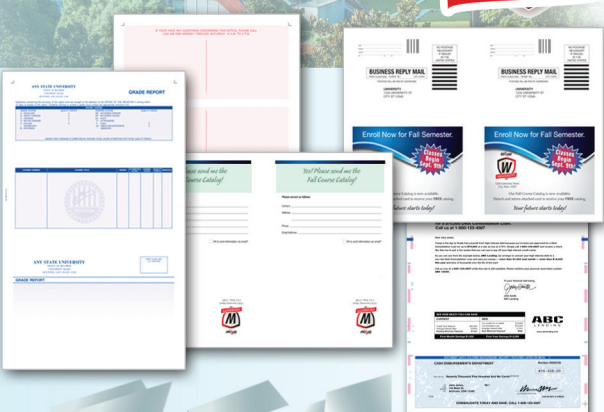


Put the Custom in Customer with custom pressure seal documents

Recently, a private university ran a campaign to raise funds for a new state-of-the-art research facility. In addition to a traditional email campaign, the university mailed attention-getting pressure seal documents customized with its recognizable branding to the university's alumni and other stakeholders.

The custom pressure seal mailing significantly streamlined the direct mail process for the small fundraising team, helping them save significant time, money and resources—and ultimately helped the university exceed its fundraising goal.



To learn how you can add more custom to customers with Wilmer custom pressure seal documents, contact Wilmer Customer Service at 800-4WILMER (800-494-5637) or custom@4wilmer.com for a quote or to place an order.

Wilmer pressure seal documents, available in a variety of sizes, folds, colors and security features, are designed to deliver similar success stories for end users in healthcare, education, and countless business industries.

They're a win for distributors, too. Orders for custom pressure seal documents qualify for Wilmer Rewards, earning you cash rewards on your Wilmer Visa® Prepaid card!

For more details, visit <http://4wilmer.com/rewards>.



2024

CALENDAR TIME!

New personalized calendars are the perfect promo

With smartphones literally at people's fingertips day and night, it may surprise you to know that paper calendars are alive and well, and in demand.

The reasons vary, but research by the Association for Psychological Science found that writing something down on paper aids in comprehension and retention. And we're now in prime time to place orders for personalized 2024 calendars by Wilmer.



Emotional Expressions now by Wilmer

Choose from a variety of calendar styles that leave an impression on customers, including large wall, desk stand, mini wall, single page wall and desk pad. Wilmer's Emotional Expressions calendars also include customer name and company logo, monthly promotional message imprint, unique, personalized images, and spiral binding on desk and wall calendars.

Questions? Ready for a quote?

Email us at emotionalexpressions@4wilmer.com.

Source: <https://media.ppai.org/ppai-magazine/mark-your-calendar/>

New! Pouchables™

A rising packaging trend with endless possibilities

Pouches are a growing advancement in the packaging world—and Wilmer's got them! Our new Pouchables are a versatile, space-saving solution with a lightweight design that also keeps costs down. They're ideal for a wide range of customer products and uses:

E-commerce: Ideal for packaging small items that need protection during shipping, Pouchables can also add an element of surprise and delight in the customer unboxing experience.

Food and beverage: Pouchables can be used for packaging condiments, spices, other small food items, as well as single-serving portions.

Packaging and branding: Small products, samples, or promotional items are well-suited for Pouchables which are compact and visually appealing by design; they can also be customized with the company logo and branding for added appeal.

Product protection: Delicate or small items can be protected from damage, dust, moisture, or other environmental factors with Pouchables, a huge plus for fragile and valuable items like electronics, jewelry and cosmetics.

Retail: Pouchables add point-of-sale premium appeal to products such as jewelry, cosmetics, accessories, small gadgets and more.



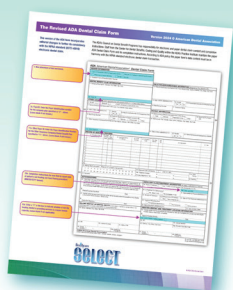
There's no end to the trend of pouch packaging! Get on board with Pouchables by contacting Wilmer today at (800) 443-8847 or cs@wilmerlabels.com.

3 Hot Tips for Selling into Healthcare

Healthcare expenditure in the United States is targeted to hit \$6.2 trillion in five years, according to the Centers for Medicare and Medicaid Services. The majority of those dollars are spent on hospital care, physician services, prescription drugs and clinical services. This means golden opportunities to tap into the market, like these three hot leads from Wilmer:

1. Do more in dental:

Starting in November, you can help dental offices be prepared well before the NEW ADA Dental Claim Form goes into effect, January 1, 2024. Wilmer offers this new required form that better enables claims to be filed for services delivered by a "locum tenens" dentist, one who is filling in for another dentist while away from the practice for a short time. The new form also provides space for reporting other data that can expedite timely claim adjudication and reimbursement as well as the national identifier assigned to third-party payers or payer ID.



2. More opportunities for previous Printco customers:

As part of the Wilmer team, you have access to a healthy offering of Wilmer checks, prescription pads, claim forms, stock forms and peg-board products for the healthcare market. Learn more about existing and new products at 4wilmer.com. And stay in touch with Wilmer by signing up for emails, following us on social media and contacting your Wilmer rep!



3. Protect patient privacy with pressure-seal documents

Federal regulations require healthcare providers to protect patient privacy, including personally identifiable information (PII), personal health information (PHI), and payment card industry (PCI) data. Wilmer pressure-seal one-page documents are ideally suited to do just that. Think checks, hospital and out-patient procedures, test results, new health insurance cards, PIN numbers, and more. Wilmer's pressure seal documents systems streamline the entire mailing process by folding & sealing printed documents in minutes instead of hours, saving customers significant time and money. Plus, no forms and envelopes to store and manage!



Hey, Joel!

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

What has made Wilmer so successful for 96 years?

Great question! The answer is simple: Wilmer is constantly responding to the market with quality products, innovations, and unrivaled customer service. For example, our new Pouchables packaging product helps you seize on an explosive new trend. Our customizable products like custom pressure seal documents, personalized calendars and custom laser checks deliver the perfect opportunities to help your customers differentiate themselves. All these and more are featured in this issue of Wilmer Works.

As the economy continues to be tight and the market competitive, Wilmer keeps pushing forward with new and innovative products, shortened lead times with new advanced equipment, plus our Wilmer Rewards Program for distributors is like no other in the industry. Our goal is to continue meeting—or exceeding—your expectations every day, year after year.



One thing has become clear over the last 96 years: when times change, the one constant is Wilmer! We will always be here for you. In fact, the average tenure of Wilmer sales representatives is 14 years, and customer service representatives is 15 years!

We expect that you will find this partnership to be a win-win for Wilmer and Printco dealers and, ultimately, for the many end-users who rely on our exceptional products and services. Welcome, Printco, to the Wilmer family!

Wilmer Dealer Perks: The Dynamic Duo

For the complete Wilmer experience, dealers enjoy not one, but TWO dynamic perks of being a Wilmer partner:

PERK 1 yourwilmer
The online portal that gives you 24/7 easy access to orders, from acknowledgements and tracking to shipping and invoicing.



PERK 2 Wilmer Rewards
Earn cash back on qualifying orders loaded to your very own Wilmer Visa® Prepaid card. Learn more at 4wilmer.com/rewards



2024 is the year to flourish! 50% OFF October 1-December 31st

Did you know that 2024 is a leap year? That gives everyone an extra day to flourish thanks to Wilmer's 2024 Compatible Year Label Guide (Item #W-CFP-YLG). Beginning October 1st through December 31st, Wilmer's 2024 Year Labels are 50% off. Choose from an array of styles, colors and designs with popular color-coding systems, all in stock and ready to ship.



To order, contact wcs@4wilmer.com or (800) 494-5637.

| Customer Service 800.4WILMER | |
|-------------------------------|--|
| Phone/Fax..... | 800.494.5637 800.553.4849 fax |
| Presentation.... | 888.567.7373 |
| Folders | 866.902.6978 fax cs@wilmerfolders.com |
| Labels..... | wcs@4wilmer.com 800.443.8847 |
| 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 |

Top-of-mind branding with Tier Laser Check Line

Research shows that there are reasons people seek variety: pleasure in trying something new, social recognition for seeking variety, and the yearning to have freedom and control over choices. Wilmer's line of Tier Laser Checks satisfies customers' desire for all three with a variety of customizable options that brings branding to the forefront. For example:

• **Standard Artistic Design Backgrounds:** With Wilmer Tier Laser Checks, customers can select a background from five different categories, with multiple choices in each.



• **Picture Laser Checks –** Customization comes into play here as customers can feature any brand-identifying image they want on their checks, from a store front or school site to a favorite pet or featured product.

Wilmer Tier Laser Check line comes with something else people really appreciate—quick turnaround on orders! To learn about how to improve your customers brand visibility with Wilmer Tier Laser Checks, visit 4wilmer.com.

Source: <https://shopperresearch.com/why-do-shoppers-crave-variety/>



| National Sales Consultants | |
|---|---|
| Great Lakes Bob Menker 800.408.2372 robert.menker@4wilmer.com | Strategic Retail Consultants Mark Christian East/Midwest 937.972.7461 |
| Central Samantha Norris 877.977.0085 samantha.norris@4wilmer.com | Rhonda Perry Southwest/Southwest 614.949.0685 |
| West Tom Jackson 503.522.2195 thomas.jackson@4wilmer.com | Jason Wolfe West Coast/Central 319.213.2223 |
| Southeast Greg Stalker 770.713.3409 greg.stalker@4wilmer.com | |
| New England Amanda LaTour 978.577.8469 amanda.laTour@4wilmer.com | |

