



Wilmer

Booth 122



Here is an interview with Joel Wynne, Wilmer's director of marketing and strategic sales:

What is the main focus of Wilmer in 2018?

This year really isn't any different than any other year — our focus is always on our distributor partners and providing them with the

products, solutions and value they need to be successful in the market. Our success is directly linked to theirs, and the entire Wilmer team is committed to making these partnerships as prosperous as possible.

Products and solutions change over the years, but everything we do is done with the distributor's success as the main focus. Specifically this year, we have been focusing on regulatory changes that are impacting several of our main product lines, including secure prescription pads and checks, to make sure our products are compliant and our distributors can sell them with confidence to their end customers. Additionally, everyone is aware that the paper market is very volatile right now and has been all year. We have been taking strides behind the scenes to minimize disruption to our value chain. Also, we have been investing in our manufacturing capabilities and

developing new tools to make the "Wilmer Experience" even better.

What are you most excited about telling or showing distributors at the P2P show?

We know our distributors are serious players in the print market. Wilmer will be showing the latest and greatest in our pressure seal, check, health care and presentation products, but we have one surprise that we want to wait until Indy to unveil. Be sure to stop by and see us in Booth 122 to find out what we are talking about. We'll even have some special offers and chances to win gift cards to those who visit.

Can you briefly describe a recent project or moment that exemplifies what's best about Wilmer?

We like a good challenge here at Wilmer, and our distributors bring some good ones our way. Among our sales, customer service and manufacturing teams, we usually find a win-win-win solution for our distributors their customers and Wilmer. When we can't deliver exactly what is asked, we are pretty good at coming up with a compromise or suggesting an alternative that will fit the bill, and in some cases save the customer time and money. It really comes down to taking the time to understand the needs and expectations of all parties and being honest about what we can and can't do. I feel that is what Wilmer is all about: understanding our customers' needs and working to satisfy those needs.