

Short-staffed offices turn to PSMailers® in 2022 for everyday tasks

The worker shortage is expected to continue into 2022. In fact, 47% of businesses surveyed by the National Association of Business Economics reported a shortage of skilled workers in the third quarter of 2021; 27% say the number of applications fell short; and 20% cite a lack of qualified applicants.

Offices of all sizes and industries are finding that PSMailers® Pressure Seal machines help lighten the workload for busy offices when staff is stretched thin. Available in a range of models and productivity capacities, PSMailers® handle a wide range of everyday document processing tasks with ease and speed:

Direct mailings, Accounting, Payroll, Invoices, Checks, Billings and many more!



A boost for you, too! Orders for PSMailers® Pressure Seal machines and documents also qualify for Wilmer Rewards! Ordering is easy through our online portal 4PrintPlayer.com. Or contact Wilmer Customer Service at **800-4WILMER (800-494-5637)** or email wcs@4wilmer.com.



Source: <https://www.cnn.com/2021/10/25/economy/business-conditions-worker-shortage/index.html>

What's New in Rx Scripts?

New sizes for colored bond prescriptions, referrals, excuse notes



Wilmer's all-purpose non-secure books and pads for healthcare offices are now available in new sizes for colored bond scripts:

- Full 8-1/2" x 11" sheets with 25 sheets per pad
- Half 8-1/2" x 5-1/2" with 50 sheets per pad
- Standard 4-1/4" x 5-1/2" with 100 sheets per pad

Check out all the options at: www.4wilmer.com/media/45353/Exc-note-referral-nonsecureRx.pdf



New 4-up high security laser Rx without perfs



When you speak, Wilmer listens!

We recently conducted a survey to better understand your customers' needs and are pleased to announce we have added one of your great suggestions: 4-up laser sheets without perforations, available in blue (item #PRESL4NP)! Stay tuned for more product announcements in 2022 inspired by YOU.

Jump Start Laser Kit

Everything needed to put a laser check system in place

We're seeing an increasing number of small businesses looking to use laser checks for the first time, as well as startups and established businesses seeking to modernize their front office check system with one complete financial tools solution. Our Jump Start Laser Kit is just the answer. This all-in-one, front-office-in-a-box includes everything a business needs to get started:

- 250 One-part imprinted standard laser checks (linen or marble background)
- 100 Double window self-seal envelopes
- 50 Two-part deposit tickets
- 10 Security deposit bags
- 1 Endorsement stamp

Convenient, easy to use, ready to ship.

For more information on Wilmer Laser Check Products, visit 4Wilmer.com. To place an order, call **800-4Wilmer (800-494-5637)**, or email wcs@4wilmer.com.



SECURITY FEATURES FOR SCRIPTS PROVIDE IMMENSE VALUE

The more we value security, the more security features prove their worth. With prescription drug fraud increasing at an alarming rate, adding high-security features to Rx forms plays an important role in countering crime. Having multiple security features on the script make it more difficult for someone to deface the script by using chemicals or tape to change a name or quantity. As perpetrators of fraud get more sophisticated and printing technology continues to advance, relying on the VOID pantograph alone isn't enough to deter crime and is not the safest security feature.

By becoming fully versed in the security features on Wilmer scripts, you can speak intelligently about the many benefits to your customers.



• **Thermochromic ink:** One of the most secure features available, this special ink disappears with heat and re-appears when cooled. Copying documents with this feature is very difficult since copiers do not contain this special ink. If copying is attempted, the text or graphics printed with thermochromic ink will disappear on the warm copier leaving it blank on the copy; or if it gets scanned, the areas with thermochromic ink will not disappear. This feature can disappear between your fingers, when breathed on, or on a warm copier/scanner.



• **Invisible fluorescent fibers within the paper:** The small fibers incorporated into the paper can only be seen under an ultraviolet light and cannot be reproduced with a copier/scanner.



• **Microprinting:** This is printing so small that you need a magnifying glass to read it. Copiers are unable to reproduce text that small and the telling result is a blurry print.



• **Chemical protection paper:** Although more expensive than plain bond, this special paper keeps customers safe from fraud. If a chemical is used in an attempt to alter the script in anyway, such as a bleach pen, the paper reacts with a stain that reveals the attempted fraud.



• **Watermarks:** An artificial watermark is produced with coin-reactive ink and cannot be reproduced on a scanner/copier. To see the watermark, you can hold the script at an angle in the light or rub it with a coin.



• **Colored pantograph on white paper:** If fraudsters use tape to remove a quantity, drug name, or patient name, the color will come off with the tape leaving behind a random white spot on the script. An easy indicator that it has been modified.



Share These security features and descriptions/benefits with your customers.

Many are unaware of these hidden features that go unnoticed to the untrained eye. While other vendors use many different security features, it's imperative that we communicate the extra steps Wilmer takes with our security features to protect healthcare providers and pharmacists from prescription fraud.

THE ABCS OF PRESSURE SEAL FORMS

Customized to customers' needs

PSMailers® pressure seal systems are proving to be an A+ student in the education market! That's because our pressure seal forms are designed for countless types of communications with families, alumni, businesses, and other stakeholders:

- Report cards
- School reopening guidelines
- Graduation times/locations
- College graduations could include local hotels, places to eat and how to keep a safe distance
- Picture guidelines
- Class ring purchases



New forms like our flip tab design provide more space for information on upcoming events, announcements, and other important updates. Whether you're working with a school district or a growing business, we can customize our pressure seal forms with their logo, tagline or other graphic. Contact us for a free quote!

Want extra credit? All orders of custom pressure seal forms are eligible for our Wilmer Rewards program. Earn 10% off each new Wilmer custom product quoted up to \$1,000. That's money put right back in your pocket!

To start collecting your Wilmer Rewards, simply follow these four steps:

1. Be an active Wilmer Distributor
2. Sign Rewards Agreement (request it from wilmer@4wilmer.com).
3. Place an order for qualifying products.
4. Complete & submit the coupon with your order.



Details at 4wilmer.com/rewards



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

We are stronger together

What's your outlook for 2022? As we step into a new year, I can say with confidence that I have a highly positive outlook for 2022!

The reason? **Partnerships!** For 95 years, Wilmer has been dedicated to fostering strong relationships:

- **Our partnership with distributors.** Your unwavering support over the years has helped build a reliable reputation in the business community.
- **Our partnership with vendors.** By working closely with our suppliers, we can continue to offer quality products and smart business solutions that deliver value to end users.
- **Your partnership with customers.** With your knowledge of Wilmer products and services, you have been successfully meeting your customers' needs and helping us develop new products and services in high demand.

We are stronger together and that's why I look forward to what we can accomplish this year. In 2022, we are focusing even more on creating value for customers, from top to bottom in all aspects of our business, to remain in top standing with every distributor, vendor and customer we have and to set the stage for an unbelievably successful year.

Here's to 2022, partner!

Tag, WE'RE it! New Cardstock Tags & Tag-It Tie Markers

When it comes to marking and identifying shipments, property, inventory parts, technology and more with a tag, WE'RE IT!

That's because Wilmer now offers Cardstock Tags and Tag-It Tie Markers, an easy-to-use way for your business customers to flag items and keep employees in the know. **The uses are limitless!**

Cardstock Tags:

This light-duty tag is ideal for shipping, inventory, or parts identification. Fasten to shipments or parts with a string or wire through the patch-welded, double-strength hole. Simple, yet highly effective.

Tag-It Tie Markers:

With a durable, zip tie design, these markers can be used for just about anything. Simply write the message on the tag and fasten it to an item. The one-piece design is easy to use, tamper-resistant, UV-stabilized and moisture-proof, too.

Visit 4wilmer.com to browse the selection of colors and sizes available for both product lines.



Optimize and organize with Wilmer Filing Products

Filing is an essential part of any well-run office, from medical and legal to business and education. Wilmer filing products make it easy to fulfill customers' organizational needs with a wide array of options, compatible across all products and popular color code systems:

- Alpha labels
- Communication labels
- Custom labels
- Dividers
- Fasteners
- Filing folders
- Name labels
- Number labels
- Year labels
- and many more!

Wilmer also offers budget-friendly options and quick turnaround times. If you're ready to help your customers optimize and organize, contact us at wcs@4wilmer.com or **800-494-5637**. To see our full filing product catalog, visit 4wilmer.com.

QR Codes drive greater customer connections

QR codes have been around since 1994 when a Japanese company, Denso Wave, developed the digital system to track vehicles during manufacturing and to allow for high-speed scanning. During the pandemic, use of QR codes on products, labels and printed materials surged as an easy, effective way to connect customers with relevant product information, without physical contact.

These data-rich labels provide consumers—and businesses—with real-time access to product, inventory and buyer information. Additionally, QR codes on medical labels contain important patient information, and codes on craft shipping labels contain all logistic details, as well as handling and unboxing instructions.

Wilmer can add a QR code to any label or decal, enabling your business customers to share a digital message that will drive brand, product awareness, and a positive customer experience.



To learn more, contact Wilmer, today: cs@wilmerlabels.com



Sign-in Sheets More colors, more lines, and in stock!

Sign-in sheets are an important part of any front office sheets in more colors and with more lines per sheet than the competition. What's more, we still stock them and accept orders as small as 125!

Competition has changed this to a custom run at a minimum order quantity of 1,000 with a 15-day turn time. The new year is the perfect time to check out our low pricing and new colors.

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