

# take note

A newsletter exclusively  
for Wilmer distributors

## what's inside:

- ✓ February e-Spotlight
- ✓ PSDA Print Solutions Show
- ✓ Thermal Rx Rolls
- ✓ Wilmer Fuel Rewards
- ✓ Heightened Security for Today's Environment

## mark your calendars:

Please note Wilmer Customer Service will be closed on the following days:

- ▶ **Memorial Day,**  
Monday, May 25

## 10 TOP REASONS TO DO BUSINESS WITH WILMER

*Quality, Value, Experience & Commitment You Can Count On*

10. **Filing Products** – hundreds of compatible choices
9. **Fabulous Marketing Materials** to share with your customers
8. **FREE Envelopes** – with every new check or form order
7. **Complete Financial Product Line** – 12 **FREE** Security Features on checks
6. **Healthcare Products** – including the latest in Prescription Pad Security
5. **Extensive line of PSMailers®** the best in the industry
4. **mywilmer.com** – helping you lower DSO (Daily Sales Outstanding)
3. **Rewards Program** – loyalty to Wilmer pays off
2. **Stability, Security and Quality** – standing behind our products for over 80 years
1. **Our PEOPLE** – Wilmer's Customer Service Providers alone have over 300 combined years of experience



## WILMER FEBRUARY E-SPOTLIGHT

### *Smart Investment*

**E**very month Wilmer will spotlight via an ezine, or electronic magazine, a product which provides loads of value for today's lean business practices. It will point out benefits, options, customers to target and all other valuable information about the product. Make sure you're signed up to receive these valuable ezines. They're a quick read with lots of beneficial information. Sign up at: [www.4wilmer.com/join2.htm](http://www.4wilmer.com/join2.htm)

Wilmer's February ezine highlighted PSMailers ISM and IMQII folder/sealers. The ISM and IMQII are designed for small business volume, especially those looking to streamline document processing. The efficiency and compact design make the

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## FEBRUARY E-SPOTLIGHT

*Continued from page 1...*

ISM ideal for businesses processing 1,800 documents per hour. The LMQII is perfect for the small business poised for growth and processes 5,000 documents per hour.

In today's economic environment, many businesses have to do more with less this year. Smart spending is necessary. What businesses must focus on is operating more efficiently and effectively. Investing in the business in ways that will provide a return is incredibly important to not only maintain business, but poise a business for sustainable growth. If a business has only so many dollars to reinvest this year, the PSMailers folder/sealers would be smart investments. They're a good value which will provide long-term, efficient productivity for demanding small businesses.

The ISM and LMQII offer many fold styles to accommodate a variety of business needs. Both systems can be useful to a wide array of industries including busy healthcare providers, schools, banking and financial firms, as well as local government offices. Document examples include monthly invoices and statements, end of quarter, semester and yearly grade cards or payroll checks.

Every business is looking for ways to improve operations. The PSMailers ISM and LMQII are proven methods. Read how this PSMailers user drastically improved productivity time and privacy concerns.

### The Problem

A local high school needed a better method of processing more than 2,700 grade reports they print and distribute each quarter. The current method is mostly manual with large intervals of time where the grade reports are not processed and visible to anyone visiting the office. Confidentiality is a top priority for school administration. The school considered a pressure seal system that included a top-feeding folder/sealer with an input hopper of only 100 documents and a processing speed of 5,200 documents. Due to the low input hopper capacity, the folder/sealer would have to be stopped, loaded & restarted about once every 60 seconds. To print the quarterly grade reports, the operator would have to stop, load & restart the unit 27 times before the run was complete. School administration determined this system would do little to improve processing time or confidentiality because of the frequent stopping, loading & restarting of a top-feeding system.

### The Solution – Smart Investment

A Wilmer Distributor and Wilmer Sales Representative presented the PSMailers LMQII to show what they needed to improve the grade reporting process. All PSMailers systems use a bottom-feed system that can be continually loaded with documents while the unit is running - no stopping the unit to add documents! Because there is no need to stop the unit during the process, grade reports are folded and sealed and ready for distribution in about 30 minutes – tremendously improving processing times and student confidentiality. All for considerably less than the top-feeding system without sacrificing any features!

## PSDA FORUM AND FOCUS SHOWS

**M**aximize your time when attending PSDA Focus and Forum Shows. Each Focus trade show features a presentation by an industry expert and access to Wilmer Sales Representatives from 10am to 2pm – four hours to focus on your needs. Take advantage of this time. Learn from Wilmer's sales experts how to sell PSMailers, the leading folder/sealer on the market. Capitalize on learning the latest on security features affecting the healthcare industry, the newest laws, requirements and compliance dates. Talk about how to convince customers to invest smartly during tough economic times.

### PSDA Focus Show Schedule

March 26, St. Louis  
 April 28, Philadelphia  
 May 20, Boston  
 June 23, Cleveland

All local PSDA Forum shows include approximately two hours to network with Wilmer, regional printers, and featured speakers. It's an opportunity to meet with a select group of printers and industry suppliers and includes lunch as well as exclusive educational seminars.

### PSDA Forum Show Schedule

March 12, Northern New Jersey  
 April 14, Seattle  
 April 21, Detroit  
 May 6, Kansas City  
 May 27, Atlanta



## ROLLING OUT PRESCRIPTIONS

### Thermal Rx Rolls by Wilmer

Wilmer's newest healthcare product is ready to roll. Wilmer thermal Rx prescription rolls with multiple security features are available for purchase. Security features include thermochromic ink, VOID pantograph and batch number along with other top security features including reverse Rx, watermark, blue background, and a security band listing the security features. A timing mark on the back of each script and a vertical layout make potentially fraudulent use more difficult to achieve. Each roll produces 500 scripts (size 4.35"W x 6"D) and is manufactured on 20# thermal paper.



Wilmer's Rx  
Prescription Rolls

## HEALTHCARE INDUSTRY NEWS

### MN Changing CMS Filing Law. Effective July 15, 2009 Claims Must Be Electronic.

Beginning July 15, 2009, Minnesota statute 62J.536 requires all claims sent by a MN provider to a MN group purchaser be submitted electronically following the Minnesota Uniform Companion Guide requirements. This includes claims with attachments, claims with previous payer information (e.g. secondary claims), replacement claims, etc. For all practical purposes, the 1500 form is no longer allowed for submission after 7/15/09 in Minnesota. [www.health.state.mn.us/asa/implement.html](http://www.health.state.mn.us/asa/implement.html)

The link below is to the Minnesota Department of Health Administrative Simplification web site which has additional information on the legislation as well as links to the Minnesota Uniform Companion Guides for each claim type (professional, institutional, dental and pharmacy). [www.health.state.mn.us/asa/](http://www.health.state.mn.us/asa/)

Additionally, beginning January 15, 2009, all health care providers and group purchasers covered by Minnesota Statutes 62J.536 must exchange health care eligibility inquiry and response transactions electronically using the data content and format in the Minnesota Uniform Companion Guide for the transaction.

### Drug Reps – No More Free Promo's to Docs

(PhRMA eff. 01/01/09, AdvaMed eff. 07/01/09)

Free lunch and dinner are still okay, as long as an educational presentation is conducted, but no more promotional products for doctors such as mugs, pens, t-shirts, bandages, soap dispensers and the like with a drug name on it. It's a voluntary suspension and it is effective as of January 1, 2009. Although it's voluntary, many healthcare organizations are revising their ethics' codes to ensure compliance amongst their member healthcare providers and companies. The industry argument is about doctors not being influenced by a pen in their lab coat and to ensure doctors are prescribing medications based purely on factual educational information, not free goodies. Additional information is available in these two links.

[www.iht.com/articles/2009/01/01/business/31drug.php](http://www.iht.com/articles/2009/01/01/business/31drug.php)

[www.phrma.org/news\\_room/press\\_releases/phrma\\_code\\_reinforces\\_commitment\\_to\\_responsible\\_interactions\\_with\\_healthcare\\_professionals](http://www.phrma.org/news_room/press_releases/phrma_code_reinforces_commitment_to_responsible_interactions_with_healthcare_professionals)

Sources: Minnesota Department of Health, International Herald Tribune.

## LOYALTY IS REWARDED

### Customer Appreciation

Wilmer would like to reward you for your continued commitment,



loyalty, and business. Beginning April 15, 2009, Wilmer Rewards will start accumulating again. More details to come during the month of March.

## MYWILMER.COM

### Wilmer Account Number is Key

Now, simply use your Wilmer account number as your login ID at [mywilmer.com](http://mywilmer.com). It's easy. No other ID numbers, email addresses, or remembering required, except of course your password.

If you're not signed up for [mywilmer.com](http://mywilmer.com) and would like to be, simply go to [www.4wilmer.com](http://www.4wilmer.com) and click on the [mywilmer.com](http://mywilmer.com) link to register. Soon, you'll be able to track orders online, view invoices and download them into a spreadsheet or view order acknowledgements.

[mywilmer.com](http://mywilmer.com)

## WILMER SALES REPS Quick Reference

### Sales Rep/Location/Telephone

Burke Bray, Cleveland, OH .....(800) 795-3662  
John Foxworth, Atlanta, GA .....(800) 767-5265  
Chick Hatton, Philadelphia, PA .....(800) 736-9263  
Tom Jackson, Portland, OR .....(800) 497-8687  
Bob Menker, Dayton, OH .....(800) 408-2372  
Rick Osterholt, Orlando, FL .....(800) 767-9979  
Mike Pelger, Boston, MA .....(800) 578-1713  
Bob Post, Los Angeles, CA .....(800) 653-3622  
Eric Schroeder, Chicago, IL .....(800) 983-8660  
Mark Travers, Dallas, TX .....(877) 977-0085

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CUSTOMER SERVICE, Coldwater, OH.(800) 494-5637

*Not sure who to contact? Call the sales rep located in the city closest to you. Or, call your Wilmer Customer Service Providers at 800-494-5637.*

## 2009 PSDA Events Schedule

Mar. 12 Local Forum, Northern NJ  
Mar. 20-23 Small Distributor Summit,  
Irving, TX  
Mar. 26 FOCUS Regional Trade  
Show, St. Louis, MO  
Apr. 14 Local Forum, Seattle, WA  
Apr. 21 Local Forum, Detroit, MI  
Apr. 28 FOCUS Regional Trade  
Show, Philadelphia, PA  
May 20 FOCUS Regional Trade  
Show, Boston, MA  
Jun. 1-3 Spring Technology Conf.,  
New Orleans, LA  
Jul. 23 FOCUS Regional Trade  
Show, Cleveland, OH

## How to Reach Wilmer Customer Service

### Phone Number:

(800) 4WILMER • (800) 494-5637

### Presentation Folders:

888-56PRESENT (888.567.7373)  
[cs@wilmerfolders.com](mailto:cs@wilmerfolders.com)

### Email:

[wcs@4wilmer.com](mailto:wcs@4wilmer.com) (customer service)  
[wilmer@4wilmer.com](mailto:wilmer@4wilmer.com) (marketing)  
[artwork@4wilmer.com](mailto:artwork@4wilmer.com) (artwork files only)

### Website:

[www.4wilmer.com](http://www.4wilmer.com)

### Mail orders to:

Wilmer  
515 West Sycamore Street  
Coldwater, OH 45828



P.O. Box 2237  
Dayton, Ohio 45401-2237

### Route:

Sales Manager \_\_\_\_\_  
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\_\_\_\_\_  
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## TODAY'S ENVIRONMENT CALLS FOR HEIGHTENED SECURITY

### Multiple Security Features a Must

The demand for high quality check security is at an all-time high. Keep your customer's business safe by offering only the best laser checks on the market. Wilmer's Standard Plus Laser Cut Sheet Checks offer flexibility and added security. Standard Plus uses Appleton DocuCheck Impede® with TonerFuse®. With **12 free security features** including thermochromic ink provide an added level of security.

The ability to be flexible, stylish and secure provides you a variety of options for your demanding customers. The finished product will arrive polywrap protected inside a non-identifying shipping carton. Standard Plus laser check options include:

- 16 colors
- 55 pantograph styles
- 59 border options
- Multiple perforation positions
- Up to 3 parts

Order requirements include a minimum

quantity of 500. Choose from over 150 software compatible check styles. Don't see a particular check? Send a sample, the name and version of the software used and Wilmer will match it for you. Track orders online using **mywilmer.com**. Retrieve order acknowledgements; view the invoice and much more. High quality products combined with outstanding customer service is the Wilmer standard.

