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NEW... Digital Solutions!

Coming soon to Wilmer's product portfolio.

Digital Solutions boasts opportunities for new sales strategies through partnership with the Wilmer team. Fast turnaround couples with short-run ordering to allow for fast, flexible and high-impact results.



Scan the QR code with your mobile device to register for digital updates.



PSDA Expo 2011 Wrap Up

Percolating Profitable Partnerships

Chicago! This year Wilmer enjoyed a great turnout May 17-19 at PSDA. We can't get enough of the wide eyes as they see our two bubbling coffee percolators. Wilmer's front-and-center booth was surrounded by a showcase of the newest in product and equipment offerings. Our central table was covered with a wealth of inviting pastries and custom-bagged "Highlander Grogg" coffee beans from



Boston Stoker. But that's not all! Wilmer laid out a seemingly endless array of great promotional items: flash drives (presented to our first 30 visitors), specialty pens, calendar magnets, novelty stress-relievers, magnetic "power" clips, and writing pads – just to name a few! Once again we did not disappoint, offering the very best in show takeaway. Why? Because even before you're a distributor, we have your satisfaction in mind. Our sales staff – our customer service – our products – they can't be beat.

PSDA Expo, continued on page 2

Flip Video Camera Winners



After participants enjoyed the 101 from Wilmer's EDI expert, business cards were drawn for a chance at a brand new Flip video camera! "Two additional cards were drawn at Wilmer's booth for a total of three winners:

- James A. Ferme
Bradford & Bigelow
- Drue Linton
The Linton Company
- Bill Morley
Trainor Promotions

\$25 Gas Card Winners

Wilmer also gave away six gas cards. Winners included:



- Dodie Bell
Aprisa
- Kris Bilyeu
Tabco
- Ken Haag
Graphic Resources Inc.
- Tracy L. Harley
MICR Express
- Tom Loudis
Paragon Business Forms
- Luke Mayer
Specialized Office Systems

Congratulations to all our contest winners!

...and to all our new customers – you're in for a great experience!

PSDA Expo, continued from page 1



(L to R): Artie Toth, Eric Schroeder, Bob Menker, Doug Apple, Ken Borgerding, Fae Ochs

Thank you to everyone who visited our booth this year, thank you to PSDA, and thank you to Chicago, what great city!

Wilmer leads a PSDA Education Seminar with featured technology speaker, Philip Roestamadji.



In our continued effort to move into faster/better/smarter ways of doing, Wilmer has drawn a new focus around Electronic Data Interchange (EDI). Our Technical Marketing Specialist, Philip Roestamadji explained the benefits

to an eager audience at this year's show. We could tell you all the advantages he covered, but you should really ask him personally.

Here are just a few questions he can answer:

- What is Electronic Data Interchange?
- How does an EDI work & communicate?
- What are the benefits of using an EDI?
- What are some examples of EDI systems being utilized?
- How is Wilmer using this technology?

If you don't know EDI, you'll be glad you asked Philip. Please contact your local Sales Representative to get started.

Are new products what you're interested in?

Check this out!

- ▶ **Pressure Seal Products:** Intro Basic PSMailers checks; IN-LINE 6400-4 Pressure Seal Machine
- ▶ **Custom Products:** Jumbo rolls; custom products flyer
- ▶ **Financial Products:** Intro new deposit bags; TripLok®, PermaLok® and CoinLok®; new automotive catalog
- ▶ **Healthcare Products:** Intro patient valuables bags & personal belongings bags; upgrade two-part prescription books; upgrade patient sign-in sheets
- ▶ **Got rewards? Program:** Continuing to allow rewards "all year round"
- ▶ **MyWilmer:** Track shipments; online invoices; easy to pay with PayPal
- ▶ **Marketing Collateral:** Online flyer personalization

Wilmer Relocates California Distribution Center

Wilmer announces plans to relocate the California distribution center effective June 27. The new facility – previously located in Visalia, CA – is located in Ontario, CA and services the western region. Wilmer currently has distribution service centers in California, North Carolina, New Jersey, Texas, and Ohio.

The Ontario warehouse offers the western region fast delivery times, with typical 1-2 day turnaround. The new CA facility warehouses a wide range of printed products, including healthcare forms, envelopes, and stock laser checks in addition to short-run digital color and wide-format printing. Wilmer sales representatives, working in tandem with its distribution centers, provide a full complement of business documents and services to distributors across the country. Our new address is: 425 S. Rockefeller Ave., Ontario, CA 91761

HEALTHCARE NEWS

Healthcare Products: Affordable and Innovative

Year Labels at 50% Off!

Take advantage of Wilmer's 50% Off Sale in the new, upcoming Year Label Guide! This year we're featuring a new addition to the Year Label Line, and we're sure it will stick around. PMA's holographic labels are **NEW** and **50% off!** Also added to the communication label line are two new DNR labels sure to get your pulse racing!

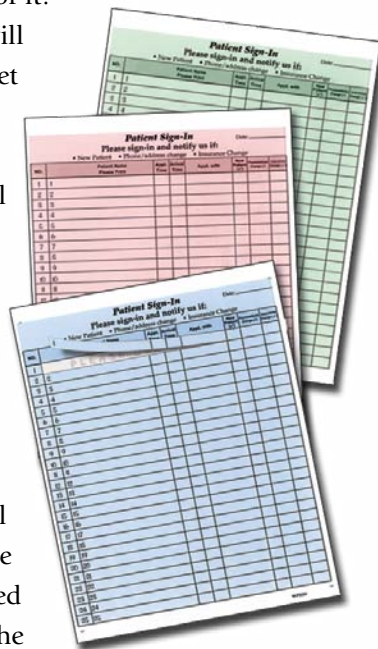


Call customer service to place your order today – **800.494.5637**.

Easy-read Patient Sign-in Labels Systems

You asked for it! Soon you will be able to get our newest patient-friendly tool right off the shelf... saving you and your customer money!

Our patient sign-in label systems have been updated to include the phrase "please use next line" under each label (with the patients' information). This helps ensure that patients are writing on the appropriate line when signing in at the doctor's office. Our forms look the same at first glance,

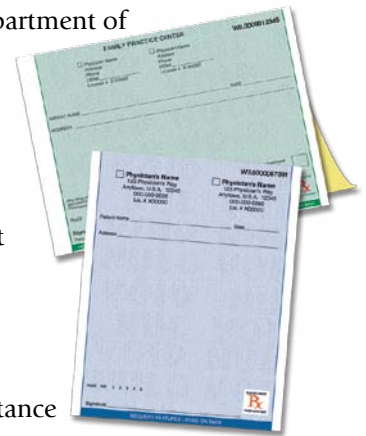


but we've made changes to allow for the printed sheet to show through the back of part one. Our forms are still available in green, burgundy, and our ever-popular blue background for the same great price.

Look for them on our shelves in July and August 2011.

Florida Rx update regarding Controlled Substance pads

The Florida Department of Health made an announcement in early June that effective July 1st only approved vendors could supply the controlled substance scripts moving forward.



NEW UPDATE from the Surgeon General: deadline extended to August 30!

Any scripts for controlled substances bought before August 30 cannot be used if the vendor is not on the list at that time.

Wilmer has been approved and can continue offering you and your customer the scripts with all the security features you are familiar with in the past! Chapter 2011-141 Section 2, Laws of Florida, amends Section 456.42, Florida Statute. For more information, contact your local Wilmer Sales Representative or our Customer Service Department at **800-4WILMER** and place your order today!

Check out the list for proof of our approval!
http://www.doh.state.fl.us/mqa/info_approved_vendors.pdf

Wilmer Distributors, Please Take Note

We are here for
your every need.

As individual orders arise,
please contact our
Customer Service
Department at
800-4WILMER.

Don't forget our Sales
Team as a great resource
though! The more details
– and the more often – we
hear from you, the better
we can cater our services
to meet your needs.

Perfect topics for our
experienced sales team
include: new opportunities
with programs and/or
vertical markets, product
training, field support,
and **PSMailers**
demonstrations
and issues.

Although our reps do not
fulfill individual orders, they
are always here to help.

A full list of our Sales
Representatives and their
territories can be found at
4wilmer.com. On our
homepage, click the
Contact tab, then click the
link under **National Sales
Consultants**.

ANNOUNCING...

PSMailers™ IN-LINE 6400-4 **Prepare Mailings – Easily and Efficiently**

Print, fold, and seal all in one step with the
new **PSMailers IN-LINE 6400-4**.

This streamlined system brings a superb
cost-to-value ratio and delivers up to 65
mail-ready pieces per minute. By pairing
with HP technology (attaching to HP LaserJet
4014/4015/4515), the **PSMailers
IN-LINE 6400-4** also offers secure
professional printing.

Just a few applications include: Checks,
Tax Forms, Direct Deposit, Grade Reports,
Transcripts, Utility Bills, Invoices, and
much more. Target markets include



Education, Business, Government, and
Healthcare... but don't rule yourself out!

Contact your local Wilmer Sales
Representative today to learn how this
innovative system will cut your everyday
printing and mailing costs.

Visit **psmailers.com** for more information.

Features and Benefits

Features

- Eliminates laborious folding, stuffing and sealing tasks
- Attaches easily to your HP LaserJet 4014, 4015, and 4515
- Automatically prints, folds and seals pressure seal documents
- Up to 65 pages per minute printed, folded, sealed and ready to mail

Benefits

- Reduce operating costs
- Eliminate the cost of the inventory of envelopes
- Streamline your entire mailing process
- Professional results without the high costs
- Secure document processing

SPOTLIGHT ON CUSTOMER SERVICE

Getting to Know Marie & Irene



Say hello to
CSP Marie!
She's been
with Wilmer
for 33 years!

And here's what
she has to say
about it, "If

you have the choice to sit it out or dance...
dance!"

Spotlight – Marie, continued on page 5



Irene...
"Life's too
short to
spend it
unhappy, so
make your
self happy."

A self-proclaimed
Facebook junkie and nine-year veteran of

Spotlight – Irene, continued on page 5

About Wilmer

Headquartered in Dayton, Ohio, Wilmer is a wholesale documents manufacturer to the trade only. In business since 1926, Wilmer is an acknowledged provider of choice, value-added business professionals who resell business documents and related services to the small business and home-based office market. Wilmer offers Pressure Seal Mailers, compatible filing products and business solutions for healthcare, financial checks and forms, as well as presentation and custom products.

Congratulations to Becky Keegan!

Wilmer's own Lead Marketing Manager, Becky Keegan, was



featured on the cover of June's Print Professional Magazine in A Woman's Worth. Although she has never felt personally limited by gender barriers, her 14 years in the predominately-male industry serves as a beacon of achievement for aspiring female print specialists.

Read the full article at:
<http://bit.ly/Becky2011>

Spotlight –Marie, continued from page 4

Marie started in the factory and worked different jobs including running several printing presses. She entered into direct Customer Service about 6 years ago and loves it.

Grand Lake St. Mary's is a favorite vacation getaway for Marie, her husband Gary, a Vietnam Veteran, and their family, including: daughter Jackie and her husband Brian, daughter Tracy and her husband Mike, son Rob and his wife Tera, son Brad and his wife Julie, and son Brian and his wife Kristina.

Family comes first with Marie. Her husband is her "rock" and her children are her greatest source of pride.

"I'm also proud of the fact that I am a grandmother of 9 grandchildren! They range from age 7 to 2 weeks old and are so precious to me! Family is very important in my life.

Marie has traveled to Germany and Switzerland and has also been to Maui.

Talking to our distributors from all over the U.S. is a favorite part of her day. Take it from Marie, "They are what drive our company! There are very many out there that are very kind and considerate." She also enjoys the variety the position offers, "I like versatility! There's something new everyday! Never a dull moment!"

Spotlight –Irene, continued from page 4

Wilmer Customer Service, Irene knows the ropes... and her distributors. She enjoys working with "a great group of people," and appreciates that she is in a position where she can really help a Wilmer distributor with new jobs. The satisfaction of getting those orders into production and hearing how much the customers like the products motivates every call.

When Irene isn't saving the world of Wilmer, she enjoys spending time with her family. She has two brothers and two sisters, all of which are very close. She also lives next door to her parents. And being there for them gives her great pleasure. Her favorite dinner guest would have to be Oma (that's Irene's grandmother), who lives all the way over in Germany. Luckily, Irene also has her husband, David, their sons, Blair and Alex, daughter Ashley, and Boomer the dog close by to keep her company. Irene admires her whole family, especially her paternal grandfather. He was a minister and a very special man.

By the way – Oma turns 102 years young this year. Congratulations!

As with many of Wilmer's Customer Service Professionals, family is central. You'll hear this on the phone when you call – not because it's the way they're trained, but because it's the way they're used to treating people... like family.

QR CODE Q&A

- Q:** *Where are the strangest places/products we've seen a QR code?*
- A:** We have seen QR codes printed on cookies, waffles, and other baked goods (all completely edible and scanable). Additionally, we found lots of very interesting concepts for using QR codes within various business processes, including:
- Using specially designed QR codes within to access patient information from secure intranet using iPads
 - Adding QR codes to tax forms and/or other complex forms

F.A.Q.

to help explain how to fill out the papers while reducing clutter on the forms themselves

- Placing QR codes on signage near monuments, plants, or other outdoor locations to allow visitors to learn more about the items they are placed by (i.e. videos about the monument, more detailed information about a plant's habitat, etc.).

QR Code Q&A, continued on back cover

Wilmer Sales Reps

Name, Location, & Phone Number

John Foxworth..... 800.767.5265
Atlanta, GA

Tom Jackson 800.497.8687
Seattle, WA

Bob Menker 800.408.2372
Dayton, OH

Rick Osterholt..... 800.767.9979
Orlando, FL

Bob Post..... 800.653.3622
Los Angeles, CA

Eric Schroeder..... 800.983.8660
Chicago, IL

Jack Techtmann 866.765.5106
Philadelphia, PA

Mark Travers 877.977.0085
Dallas, TX

Strategic Dealer Consultants

Ken Borgerding..... 866.274.1966
Atlanta, GA

Dan Wilson..... 714.998.3932
Orange, CA

Joel Wynne..... 937.630.8113
Dayton, OH

Customer Service..... 800.494.5637
Coldwater, OH

How to Reach Wilmer Customer Service

Phone/Fax 800.4WILMER
800.494.5637
800.553.4849 fax

Presentation Folders 888.56PRESENT
888.567.7373
877.609.2887 fax
cs@wilmerfolders.com

Email **wcs@4wilmer.com**
(customer service)
wilmer@4wilmer.com
(marketing)
artwork@4wilmer.com
(artwork files only)

Website **4wilmer.com**

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

About Take Note

Take Note provides information and ideas for improving sales, image and profits and is exclusively for Wilmer Distributors. Please send your success stories, best practices, questions or recommendations to:

Take Note
PO Box 2237
Dayton, OH 45401
wilmer@4wilmer.com



PO Box 2237
Dayton, Ohio 45401-2237

QR Code Q&A, continued from page 5

Q: *What's some good advice for a company that is unsure about using QR code?*

A: The most important thing is not the technology behind QR codes, but the ways to and reasons for using them. Where you provide codes and to what content people are directed are the two biggest factors in using QR codes. Placing them in areas where typing information manually would be more inconvenient than scanning a code (i.e. in the middle of a park nature trail vs. in an office cubicle). Also, providing good reason for users to scan is paramount. For example, having a code lead to a complex e-commerce site with no clear direction on next steps is a poor choice, but sending users to a simple, clean page that allows them to learn a little more about your company and sign up for newsletters/deals would be a lot more effective.

Q: *Are there any effective sales tips concerning QR code?*

A: Know as much as you can about them – whether you use them or not – a customer will ask you for advice eventually.

Q: *How is Wilmer innovating their QR code usage?*

A: Our latest and greatest application is on the back of our business cards. We know what you're thinking – this is where every business starts. Well, we've come full circle back to our cards with a new QR code technology. When scanned, the viewer is not merely taken to a website. Instead, the card holder's contact information is instantly uploaded into the viewer's smart phone contacts list! Our sales representatives are especially excited. Imagine: one click and they've become instantly available to their distributors – and no more wondering if that card will make it back to the Rolodex!