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## Message from Doug Apple, Wilmer Director & General Manager



I hope you and your family enjoyed a happy and peaceful

holiday season. As we begin 2011, we find ourselves reflecting on the past year. There is no doubt that 2010 was a challenging year for all of us. But we met those challenges head on and have emerged as a stronger company, thanks in large part to the support of our loyal customers. We truly value these partnerships and appreciate your

continued confidence. It is what sets us apart and drives us forward.

Wilmer welcomes 2011 with renewed energy, expanded product offerings, competitive prices, and a sales/support team that is second to none. To kick off the year, we are extending our popular Wilmer Rewards program. Read more about it on page 5 of this newsletter.

We remain dedicated to your success and will do whatever it takes to help you achieve your sales goals. Thank you again for your business, and we look forward to a strong partnership in 2011.

*Doug*

## 40 Fabulous Years with Wilmer

November 30, 2010 was an important milestone for Doug Apple, Wilmer Director and General Manager. The date marked Doug's 40th anniversary with Wilmer, an impressive achievement that was celebrated by members of both his immediate and work families. Doug was recognized by senior management in the last quarterly company meeting, and was given a special award by Ernie Miller, Executive Vice President of Operations.

Congratulations, Doug! All of us at Wilmer admire your dedicated service, and feel very privileged to work with you.



## New Wilmer Cranbury, NJ Warehouse

Wilmer has a new distribution facility in Cranbury, New Jersey. The facility serves the following states: Connecticut, Delaware, Massachusetts, New Jersey, New York, Pennsylvania, Rhode Island and Vermont.

The Wilmer Cranbury, NJ warehouse offers more stock items, plus competitive freight, delivery and service.

With distribution locations in California, North Carolina, New Jersey, Ohio and Texas, **Wilmer sales and service is here for the long haul!**

### Have You Heard?

Good news is spreading about our Texas Warehouse Distribution Center serving the southern region [4wilmer.com/email\\_marketing/2010/TX\\_WarehousePress\\_Rel062110.pdf](http://4wilmer.com/email_marketing/2010/TX_WarehousePress_Rel062110.pdf)  
**Fast delivery on in-stock items!**

# SPOTLIGHT ON CUSTOMER SERVICE

## Getting to Know Maddie & Linda



### Maddie... Nurturing Family, Flowers, and Friendships

Things just seem to grow when Maddie

tends to them - her family ties, flower garden, and strong relationships at Wilmer. For the past 16 years, Maddie has enjoyed talking to the people who call customer service and works hard to cultivate those working relationships. It's not surprising that when asked what she wants to do "when she grows up," Maddie wants to do floral design.

Outside of work, Maddie is also a true sports fan. When she's not cheering for the Cincinnati Bengals, Maddie loves watching her 10 nephews and nieces participate in a variety of activities, including soccer, football, volleyball, field hockey, baseball, T-ball and swim meets. Plus, she still finds time for other outside interests, including walking, crocheting, and shopping. And for the past 4 years, Maddie proudly has walked a 10K.

When asked what is her favorite quote, Maddie replied, *"Life is short. Break the rules. Forgive quickly. Kiss slowly. Love truly. Laugh uncontrollably. And never regret anything that made you smile."* Her inspiration is her brother Joe, who passed away Sept 2007 from leukemia. She fondly remembers, "From the day that he was diagnosed, April 2007, to the day he passed away, his positive attitude was inspiring. He was also so grateful for anything you would do for him, his wife or two young boys. He inspired everyone around him to be a better person."

Maddie has travelled as far as Washington state but wants to visit every state in the Union, including Alaska and Hawaii.

Thank you, Maddie, for growing strong relationships over the years with both your Wilmer coworkers and customers.



### Linda: Dedication for Decades

For the past 34 years, Linda has been a mainstay on the Wilmer Customer Service

Team, building relationships with dealers and Wilmer co-workers. She enjoys the variety of the phone calls and, even after over three decades, Linda still looks forward to each day being different.

While the dedicated work professional, Linda, her family - husband Rick, daughters Susan and Alysha, sons Nathan and Collin, and grandchildren Makaela, age 13 and James, age 6 - always comes first. She is most proud of her children and loves spending time with her family, walking and shopping at craft shows and flea markets. Linda learned the importance of family from her parents, the people she most admires in the world. "My parents have always been there for us and shown us that family is your first priority," Linda shares.

Having traveled as far as the Bahamas, Linda would love to travel out west to the Grand Canyon. In her spare time, she also enjoys reading books written by VC Andrews.

Wilmer is very lucky to have Linda, a long-standing, highly respected member of the Customer Service team. Thanks, Linda, for over 30 years of dedicated service!

## FINANCIAL NEWS

### Financial Products Line Grows in 2010

In 2010, Wilmer added new Financial Products to its growing Total Solutions Checks & Forms offering. In addition to updating the popular "FIN-CAT" Financial Catalog, we added:

- Red Numbering on Standard and Standard Plus Laser
- 8½ x 14 Standard Plus Laser Checks
- 8½ x 11 (no perfs) Standard Plus Forms and 32# paper
- 8½ x 14 Standard Plus Forms perforated at the bottom with coupons



#### Laser Checks & More...

**Does Wilmer offers more than Laser Checks?** You bet! We also offer Laser Forms, Continuous Checks & Forms, Deposit Tickets, Deposit Bags and Pegboard (Manual) Systems. Be sure to discuss these products with your Wilmer sales rep or Wilmer customer service provider. For other informative sales materials, contact us at [wcs@4wilmer.com](mailto:wcs@4wilmer.com) or **800.4WILMER** (800.494.5637) and tell us what you need!

## HEALTHCARE NEWS

### Updates to 4wilmer.com

Have you seen the new features on 4wilmer.com under healthcare products? New additions to the top of the pages...industry links at the bottom...information on the healthcare products you buy from Wilmer. Plus, we've added California controlled substance FAQs and the CA Department of Justice strictly enforced guidelines to the Prescription Pad page. These guidelines can be confusing. Here are answers to the most frequently asked questions:

- What options does my customer have when ordering California controlled substance scripts?
- Can the preprinted prescriber information be added at the hospital with our software?
- Where can I find the regulations for the controlled substance prescription pads for the state of California?
- Where can I ship the order of prescription pads?

For answers to these questions and more, visit [4wilmer.com/healthcareproducts](http://4wilmer.com/healthcareproducts) or call Customer Service at **800.4WILMER**.



**Wilmer's Tamper-Resistant Prescription Pads and Laser Rx Stock**

Introducing Wilmer's tamper-resistant prescription pads with seven standard security features, including the highly secure thermochromic ink. In addition, Wilmer meets mandatory requirements for CA, CO, FL, IN, KY, ME, WA, WV, and WY.

- Prescription Pad Order Form
- Prescription Pad Program Flyer
- CA Controlled Substance Rx Guidelines
- CA Controlled FAQs
- Compatible Filing Products Website

# ENVELOPES

## SEND THE RIGHT MESSAGE



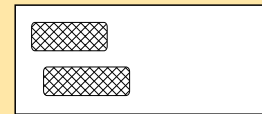
Looking for a great way to promote envelopes to your customers? Find out if Wilmer offers the same envelope your customer is currently using with the Dimensional Guide.

The guide provides a completely illustrated list of available envelopes sorted according to:

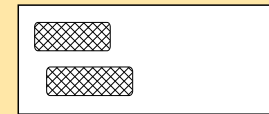
- No window
- Single window
- Double window
- Pre-inserted

### NEW! Continuous Compatible Envelopes

Wilmer just added two new double window envelopes to its expanding line of business envelopes:



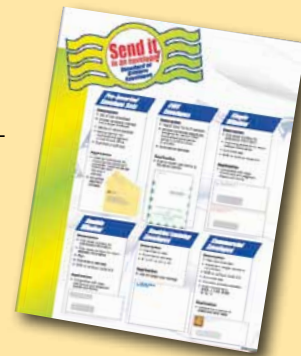
**WSGCE-2073**  
8-5/8" x 3-5/8"  
Double Window



**WSGCE-2201**  
9" x 14-1/8"  
Double Window

### Sales Tools & Envelope Samples

Wilmer's colorful envelope flyer is an eye-catching, informative piece that can be personalized with your company name and address. The brochure is part of our Envelope Kit, which also includes a wide variety of printed and non-printed envelope samples. Add your company logo to the outer envelope and you have an impressive sales presentation tool.



### But wait...there's more...

Need other types of envelopes? Wilmer offers a complete line of envelopes, including healthcare claim form envelopes, commercial and pre-inserted envelopes. Four-color process, color combinations, gummed, self-seal, tinted in a variety of window dimensions, sizes and styles fit any business need. And, as always, Wilmer offers superior quality, competitive pricing and outstanding customer service. Contact us at **800.4WILMER** (800.494.5637) to order your Wilmer Envelope Kit (W-ENV-KIT).

# Custom Promotional Flyers



You've asked for customized marketing materials for new or existing customers and we've delivered. Now on the Wilmer website you can customize promotional flyers and save them as .pdf files... **AT NO CHARGE!** Print them as needed or send them in your emails. Here's all you do:

- Go to [www.4wilmer.com](http://www.4wilmer.com)
- Click on *personalize flyers*
- Insert your company's name/phone/fax/pricing, etc.
- Upload your company logo

It's easy. It's free. It's a great marketing tool. It's how we help you succeed!

## News 'n Views

*Check out new or updated marketing materials available in print and/or online:*

**Automotive Catalog:** New piece specifically targeting the automotive market.  
Order: **W-AUTO-CAT**

**Custom Label Catalog:** Updated and posted on [4wilmer.com](http://4wilmer.com)

**Deposit Ticket Brochure:** Updated and redesigned. Added to W-ILP-KITs.  
Order: **W-DPT-ICR**

**PSMailers Catalog:** Updated.  
Order: **W-PSE-D**

**Welcome Kit:** Updated and redesigned.  
Order: **W-WEL-KIT**



## Customer Service Tips of the Trade

Color Proofs on Laser Standard Black Imprint Check Program

Now you can get the panto, border and stock color on your proofs. **This is a real value-add for sales!** Previously, proofing was only available the black imprint. Please note this is for laser only. The continuous black imprint check program remains a black & white proof.

## Speed Up Processing Bank Account Changes

When you place an order for a new job or a reprint, please note any changes to the bank account on the spec sheet grid you receive from the bank (see sample above). When the numbers of the new account are handwritten, Wilmer customer service calls to verify the account. Faxing the completed spec sheet saves a phone call and speeds up your order.

**Just a reminder...** When the 9-digit bank routing number changes, the ABA fraction number changes, as well.

## QR Codes Reveal Marketing Potential

QR Codes are popping up everywhere.

Have you seen

them? Are you using them?

Wonder what they are? Here is an excerpt from a recent article from Q-Report, an e-Quantum publication, that briefly explains this new marketing tool.

If you've browsed your favorite magazine lately, you've undoubtedly noticed "QR Codes." They are hot marketing tools and they are here to stay. A QR Code is a matrix barcode (or two-dimensional code), readable by QR scanners, mobile phones with a camera, and smartphones. The code consists of black modules arranged in a square pattern on white background. The information encoded can be text, URL or other data.

**QR Codes on business cards:** Allow your users to create and upload a QR code which store data such as: Contact Information, Email Address or Phone Numbers.

**QR Codes on printed and marketing materials:** Allow your users to create and upload a QR code which store data such as: URLs, links to Smartphone apps, Google Maps, text messages or RSS Feeds.

Wilmer is ahead of the curve! We've been putting QR Codes on business cards, print ads, email blasts and other sales materials for months. Scan and see!



# REWARD YOURSELF IN 2011

## THE WILMER REWARDS PROGRAM IS EXTENDED THROUGH 2011!

Our popular Wilmer Rewards Program has been extended through 2011. Resolve to make this truly "rewarding" year!



### Qualifying Products and Orders

Product	Reward Amount	Order Qualification
3-On-A-Page Checks	\$10	Each <b>New</b> Quick Start System
Continuous Checks & Forms	\$10	Each <b>New</b> order
Custom Products	\$10	Each <b>New</b> order > \$250
Custom Filing Products	\$25	Each <b>New</b> order > \$250
Imprinted Envelopes	\$10	Each <b>New</b> order
Integrated Products	\$25	Each order > \$250
Laser Checks & Forms	\$10	Each <b>New</b> order
Presentation Folders	\$10	Each <b>New</b> order > \$250
PSMailers Documents	\$25	Each order > \$250
PSMailers Folding/ Sealing Equipment	\$50	Each order
Stock Laser Checks & Forms	\$10	Each order > \$100
Rx Laser Sheets & Rolls	\$10	Each order > \$100
Rx Pads	\$10	Each <b>New</b> order > \$50

Not a Rewards participant? Start the New Year off right! Go to [4wilmer.com](http://4wilmer.com), click on the Rewards Coupon, sign up, and start earning rewards today!



## Wilmer Sales Reps

### Name, Location, & Phone Number

Ken Borgerding, Atlanta, GA .... 866.274.1966  
John Foxworth, Atlanta, GA..... 800.767.5265  
Tom Jackson, Seattle, WA..... 800.497.8687  
Bob Menker, Dayton, OH..... 800.408.2372  
Rick Osterholt, Orlando, FL ..... 800.767.9979  
Bob Post, Los Angeles, CA..... 800.653.3622  
Eric Schroeder, Chicago, IL..... 800.983.8660  
Jack Techtman, Philadelphia, PA.. 866.765.5106  
Mark Travers, Dallas, TX..... 877.977.0085  
Dan Wilson, Orange, CA ..... 714.998.3932  
**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 orders to** 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  
Attention: Marilyn  
PO Box 2237  
Dayton, OH 45401  
wilmer@4wilmer.com



PO Box 2237  
Dayton, Ohio 45401-2237



*Wilmer sincerely thanks all our valued business partners in helping us reach this important milestone.*

## EMAIL INVOICING SAVES TREES

**Go paperless!** Receive your invoices via email rather than "snail" mail! Just send the following information to **wcs@4wilmer.com**:

- Account #
- Company Name
- Email address
- Company Contact

You can have up to 2 email addresses, if needed. In 3 days or less, your email account will be effective.

**Go GREEN!**

