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- ✓ New Patient Room Boards
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### customer service prompts consolidated

Updated on 9/1/09, Wilmer's Customer Service line now offers only 2 prompts, custom products and all other products:

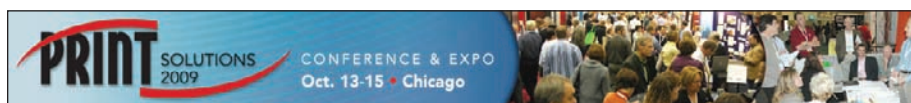
**Simply dial:** 800-494-5637

**Press 1 for:** Laser, Pegboard, PSMailers, Continuous, Package Goods, Prescription Pads, & Envelopes

**Press 2 for:** All custom, non standard specialty ordered products

## PSDA CONFERENCE & EXPO 2009

October 13, 14, 15



Being a Wilmer Distributor has its rewards!

Join us at the Winner's Circle Wilmer Bistro for coffee, pastries, rewards and more on October 13, 14 and 15 at Chicago's Navy Pier Convention Center for the Print Services & Distribution Association Conference & Expo 2009.

Wilmer wants to help you "Perk Up Your Sales with Wilmer Rewards!" Now Wilmer Rewards is a year-long program. Visit our website [4wilmer.com](http://4wilmer.com) for a complete list of qualifying orders.

### Top 10 Reasons to Visit Wilmer at Booth # 1110

10. Take a break, stay awhile and enjoy Wilmer's fresh brewed coffee
9. First 30 people to visit receive either a \$10 gas card or a Flash Drive
8. Meet Wilmer Sales & Marketing
7. Network with the industry's movers and shakers
6. Eat some delicious pastries at the Wilmer Bistro
5. See Wilmer's newest Healthcare product...Patient Room Boards
4. Hourly drawings for \$20 gas cards
3. Watch a live PSMailers demonstration
2. Enter to win one of two \$250 ecount reward cards (1 each day)
1. Coffee talk with Wilmer!

In addition to enjoying time well spent at the Wilmer Bistro, the PSDA Conference has great speakers ready to help you grow sales and prepare for the future of the printing industry.

The PSDA Conference & Expo 2009 is featuring Dr. Joe Webb, known for telling it like it is. In his special keynote address, Dr. Joe will share his take on the state of the industry, giving you the most current industry economic data available and discussing where he sees print sales heading over the course of the next six months.

Full conference registration provides access to all Expo events including: PEAK networking reception, all conference education sessions, the keynote address, opening general session & annual membership meeting, an evening networking reception, the expo floor (*exhibitor hall, special pavilions and show floor education*) and a VIP series event.

Choose from over 15 educational sessions to attend during the day as a full conference attendee. Visit [psda.org](http://psda.org) for a comprehensive list of seminars. Contact your rep to attend this year's Expo for FREE. With Wilmer, your registration fee will be waived.

## SPOTLIGHT ON CUSTOMER SERVICE

### *Getting to Know Dee and Martha*

#### Dee...A 15 Year Wilmer Veteran

Dee has been a Wilmer Customer Service Provider for 15 years. Her biggest source of pride is raising three very beautiful and happy children, sons Roy (age 25) and Dustin (age 21) and daughter Desiree (age 20). Her family also includes a Great Dane named Kujo and a lovely white kitty cat named Lexy.



**Q: What do you like to do in your free time?**

A: I don't have much free time, but I love spending it outside with my children. Backyard campfires and cook outs.

**Q: Where would you like to travel to?**

A: I'm going to Cancun soon! I'm extremely excited. It is one place I have always wanted to go.

**Q: What do you want to do when you grow up?**

A: Someday, I would love to be an interior decorator.

#### Martha...Celebrating 20 Years of Wilmer Customer Service

Martha and husband Melvin have three grown daughters and are grandparents to 17 wonderful grandchildren! Martha has been with Wilmer for 20 years and still enjoys helping Wilmer Distributors solve problems. Martha says, "Every phone call is different, so it keeps it interesting." She is most proud of her 17 grandchildren and the fact that she can still function after Christmas!



**Q: What do you like to do in your free time?**

A: Walk, read and sew.

**Q: What is your favorite quote of all time?**

A: Live well. Laugh Often. Love much.

**Q: Where would you like to travel to?**

A: Hawaii

## CHECK SECURITY SERIOUS BUSINESS

### *\$20B In Fraud & Rising*

The Nilson Report, the world's leading source of news and proprietary research on consumer payment systems, estimates check fraud to be approximately \$20 billion a year. According to check fraud expert, Frank Abagnale, check fraud is the most dominant form of payment fraud and produces the greatest losses. Check fraud criminals are hardworking and creative. That's why it's important to have as many built-in security features as possible. Simply printing checks on plain MOCR bond paper with a few printed security features is an invitation to check fraud artists to steal your hard earned dollars.

Wilmer check security features are the best in the industry and help prevent criminals from gaining access and control of financial holdings – guaranteed. Wilmer checks offer multiple built-in security solutions in all laser check programs, Stock, Standard and Standard Plus.

Worry free secure checks from Wilmer include 12 FREE security features built-in automatically no matter whether Stock Laser Checks, Standard (Black Imprint) Laser Checks or Standard Plus Laser Checks are chosen. Appleton DocuCheck® security paper with invisible fibers and primary indicator stains is the foundation for Wilmer checks.

All Wilmer checks are then layered with additional security features such as thermochromic ink, warning band borders, microprinting and screened check back. All of these security features plus many other options including color choices and pantograph styles are offered at a competitive price, something unmatched by any competitor in the industry. For complete information on Wilmer Laser Check programs, visit [www.4wilmer.com](http://www.4wilmer.com) and click on Financial Products, then click on Software Compatible Checks and Forms.

# CUSTOMER PRIVACY CONCERNS CASE STUDY

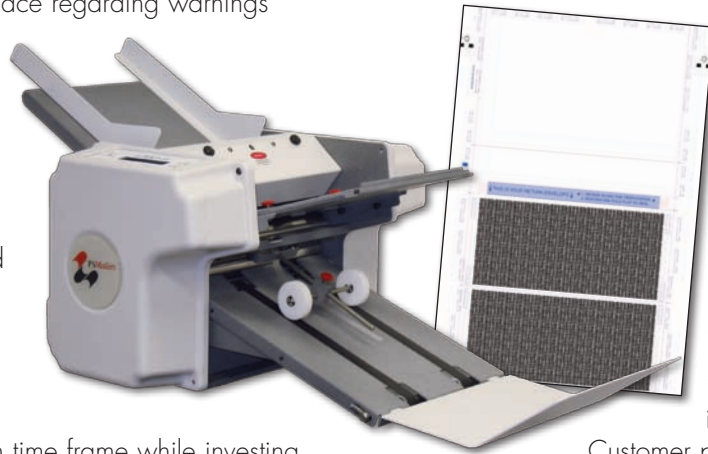
## *PSMailers Provides Compliance, Increases Efficiency*

### The Problem

A small Colorado utility company with 2500 customers liked doing business the good old fashioned way. Send your customers a handy little postcard that shows their gas and electricity usage. In return, payment is sent for the reliable service that allows a house to be a home. This method had worked beautifully for many years without any problems. However, rumors of enforcing the Federal Trade Commission's (FTC) "Red Flag Rules" prompted the utility company to consider privacy issues because their method wasn't compliant. [Red Flag rules state companies that extend credit to have a written program in place regarding warnings of possible fraud or identity theft. Enforceable as of November 1, 2008.] Identity theft is a possibility with many postcard billing companies because the customer's name, address and account number are visible to anyone who can read it. The utility company was concerned they'd be forced into compliance long before being able to deplete their current postcard inventory, an inconvenience and wasteful position to be in. The client also wanted to transition strategically within their own time frame while investing responsibly within the budget and business plan.

Option # 1: A cut sheet with a #10 window and #9 return envelope plus the actual mailing envelope. This option provided the needed privacy, but would actually add material, equipment, labor and time costs. Suddenly, three items were necessary to process each account. This option would require laborious, time-consuming hand folding and envelope stuffing for 2500 every billing cycle. The utility company's board of directors wasn't willing to approve such an increase in costs that was also inefficient.

Option # 2: A 14" one-piece, two-way pressure seal mailer. The mailer could be printed, folded and sealed at once and includes an attached return envelope as part of the one-piece 14" document. It also includes one piece of equipment to handle the processing. It eliminates the need to burst postcards and it provides complete customer privacy therefore eliminating the FTC's "Red Flag" rules non-compliance. The billing clerk favored this choice because it saved time and labor and increased productivity. Additionally, this option could be used for other company communications and mailings in the future.



### The Solution

When comparing the two solutions, the economies and streamlining of the pressure seal mailer sealed the deal. Option # 2, PSMailers, was more attractive because it could be done with one inventory item and one freight-in cost in addition to meeting the FTC's "Red Flag" rules. The estimated savings in freight alone was about half when stocking inventory of one item vs. three.

Customer privacy issues were resolved. The utility company became compliant with the FTC and return payments have increased. PSMailers simplified the utility company billing process saving thousands of dollars in manual labor and materials.

Of note: Creditors who fall under the FTC's Red Flag Rules include finance companies, automobile dealers, mortgage brokers, utility companies, and telecommunications companies. For more information, visit: <http://www.ftc.gov/bcp/edu/pubs/business/alerts/alt050.shtm>.

# THE PSYCHOLOGY OF COLOR IN BUSINESS

## *How Color Impacts the Mind*

Color impacts different audiences in different ways. The subtle use of color can grab attention, produce calm and tranquility, or jolt someone to action. Add impact to your documents by using colors that have meaning and stir a specific emotion. Ever wonder why restaurants choose red paint for the walls? Psychological studies report that red and yellow stimulate the metabolism. Think Asian restaurants and McDonald's. One Wilmer distributor specifically chooses and recommends envelope colors based upon his client's business. For example, the use of light pink in an obstetrician's office may evoke feelings of love, softness, and compassion. The color yellow brings joy, hope, action, and youth. Yellow may be a good choice for pediatric and geriatric practices. Light blue produces feelings of peace, calm, and tranquility. Grey suggests a classic, corporate, and timeless quality.



## NEW HEALTHCARE PRODUCT

### *Patient Room Boards*

Introducing Patient Room Boards, Wilmer's newest healthcare product offering. Patient satisfaction research indicates a direct correlation between the use of in-room dry erase message boards and the overall patient experience. With a colorful Wilmer Patient Room Board, caregivers can update and patients enjoy seeing a visually pleasing image for hours at a time. Wilmer Patient Room Boards are pre-printed with relaxing, easy-on-the-eye images and message lines to be updated daily by the nurse or doctor on call. Each board is 18" x 23" unframed and comes with a marker pen and pen clip. For a different look, the option of an aluminum frame is available, with a tray for the marker pen and eraser. Add a logo to the board at no extra charge. Patient Room Boards communicate critical patient information, while looking great and promoting hospital loyalty at the same time. The high-gloss coating keeps old images from lingering up to three times longer than other brands and keeps the board more dust-free.

Green facts about Wilmer's Patient Room Boards:

- The steel is 70% recycled.
- The MDF hardboard is 80% pre-consumer recycled content.
- The aluminum frames are comprised at a minimum of 75% post-industrial scrap.
- An environmentally-friendly coating process is used. It's VOC free, so there are no emissions from the coating applied during or after the coating process. A thin film is applied in a wet form using an electron beam, which uses very little energy (1 kilowatt/24 square meters) compared to other thermal or convection curing processes.
- 100% of the transfer paper used in the printing/sublimation process is recycled.
- Alcohol-based markers with much less odor than the traditional acetone marker are included, to reduce irritation in sensitive environments such as hospitals.
- The entire manufacturing process is CARB compliant with no formaldehyde emissions.

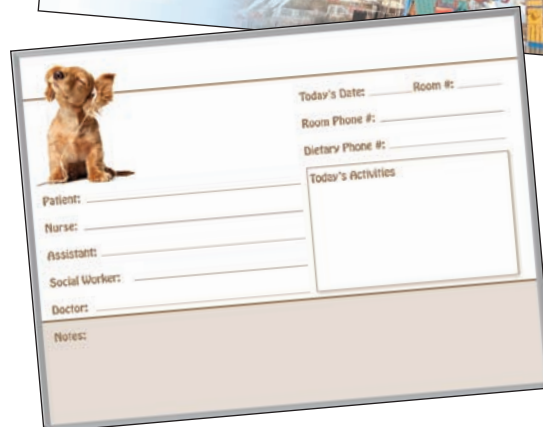
Wilmer Patient Room Boards are easy to use, always look professional, and convey the quality and

professionalism of the department and hospital which translates into increased patient satisfaction. Three standard room boards are available. Boards with an aluminum frame are \$75 each. Unframed boards are \$70 each.

#### Patient Room Board styles include:

- Teddy bear (item no. W-HCB-MATBEAR)
- Fair (item no. W-HCB-FAIR)
- Dog (item no. W-HCB-IPODDOG)

For large quantities, please call Wilmer Customer Service for a quote.



## LABELS INCREASE PATIENT SAFETY

### *Help Reduce Mortality Rates at Hospitals*

Despite the many advances in medical history over the years, people still make very basic and fundamental mistakes that can have incredibly serious consequences. A recently released study (April, 2009) conducted by HealthGrades, the leading independent healthcare ratings organization, says that if all hospitals performed at the level of Patient Safety Excellence Award™ hospitals, approximately 211,697 patient safety events and 22,771 Medicare deaths could have been avoided while saving the U.S. approximately \$2.0 billion from 2005 through 2007. Between 2005 and 2007, 913,215 total patient safety events were recorded among Medicare beneficiaries representing 2.3 percent of the nearly 38 million Medicare hospitalizations. This equates to one reported patient safety event every 1.7 minutes. [Patient safety events are wide ranging from wrong medical procedure to post-operative sepsis to miscommunication to post-operative pneumonia.]

"Patient safety incidents are one of the leading causes of death in the U.S. The sad fact is that many, if not most, of these errors are preventable. Patients shouldn't die or experience unnecessary harm as a result of medical errors in hospitals," said Rick May, MD, senior physician consultant at HealthGrades and co-author of the study.

Approximately one-in-ten Medicare patients with patient safety events died. Between 2005 and 2007 there were 97,755 actual in-hospital deaths that occurred among patients who experienced one or more of the 15 patient safety events.

How can some of these frightening statistics be eliminated or significantly reduced? Patient communication and safer medical procedures are

top on the list. Other methods include educating patients, relatives accompanying patients to procedures and medical employees at all levels about communication,

communication labels and patient safety. Patient safety advocates promote communication at all levels with multiple conversations about procedures, medications, and treatments prior to any procedure or treatment taking place. Basic conversations such as 'which limb requires treatment' and 'what treatment is going to take place today' are fundamental and necessary communications. Markings indicating the right limb vs. the wrong limb sound silly, but can eliminate a multitude of potential and preventable issues. Communication labels are one simple way to increase patient safety by indicating critical medical information about a patient such as allergies and other important alerts.

Communication labels are a simple and necessary safeguard in today's healthcare environment and are one step in the right direction toward reducing the alarming number of medical errors happening today. Visit [www.filingandhealthcareforms.com](http://www.filingandhealthcareforms.com) to see a comprehensive selection of healthcare and communication labels. Wilmer offers over 100 labels, including 83 new communication labels. Examples include Alert, Allergy, Billing, Chart, HIPAA and insurance labels. Wilmer's year label guide displays them all. Order item # W-CFP-YLG. Source: [www.healthgrades.com](http://www.healthgrades.com).



## WILMER REWARDS

### *Be Rewarded for Your Loyalty All Year Long*

Wilmer Rewards keep giving back...all year long! Send Wilmer an order, we'll reward you for your loyalty! It's that easy. Wilmer Rewards is a reloadable debit card and is good anywhere Visa® is accepted. Online, over the phone or in person, enjoy the flexibility of using your Rewards card to make purchases, wherever, whenever you want!

Please visit [www.4wilmer.com](http://www.4wilmer.com) and click on '2009 Wilmer Rewards coupon' for the downloadable coupon which is required with every qualifying order.

# got rewards?

## Wilmer will be closed on:

### Thanksgiving

Thursday & Friday, November 26 & 27

### Christmas

Thursday & Friday, December 24 & 25

### New Years

Thursday December 31 & Friday January 1, 2010

## Wilmer Sales Reps

### Name, Location, & Phone Number

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

Bob Post, Los Angeles, CA ..... (800) 653-3622

Eric Schroeder, Chicago, IL..... (800) 983-8660

Mark Travers, Dallas, TX..... (877) 977-0085

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

Coldwater, 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

## 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: Fae  
PO Box 2237  
Dayton, OH 45401  
[wilmer@4wilmer.com](mailto:wilmer@4wilmer.com)



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

### Route:

Sales Manager

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## GREAT IDEA - THANKS!

### Wilmer Suggestion Box

A big thank you and a \$20 gas card were given to two thoughtful Wilmer Distributors. Each made an excellent suggestion to help Wilmer improve. Congratulations to Ronald Joseph (Suggestion: use a flash drive to download promotional material) of Business Forms Plus in Milford, CT and to Conley Pierce (Suggestion: uniform folding of "Dealer Copy" samples) of Burroughs Accounting System in Plymouth, MA.

If you have a great idea you think would benefit us all, give us your thoughts. Here's what you need to do. Send your suggestion in an email to: [wilmer@4wilmer.com](mailto:wilmer@4wilmer.com) with 'Wilmer Suggestion Box' in the subject line. Provide your name, telephone number and complete address. If your suggestion is chosen, you'll be rewarded with a \$20 gas card!

We want to hear your ideas on how to make our products better and do business more efficiently, improve methods that benefit you and us, shipping ideas, online business techniques, ways in which to improve Wilmer services and products. So let us have it. We want to hear from you. Everyone has room for improvement, right? The Wilmer Suggestion Box is open.

