



### Stationery store saves time on design by working with Relyco's creative team on custom marketing piece

Ecrú is a retail stationery store located in Portland, Maine. They focus on personalized wedding invitations, stationery, gifts and fine paper. Fred Montoya, Ecrú's owner, worked with Relyco's creative team to produce a custom pressure seal marketing piece that revealed surprise deals to his potential customers at a trade show. The piece was a successful icebreaker and it enabled Fred to start conversations and gain leads.

#### How it happened

Fred has worked in the print industry for twelve years in various sales, customer service and creative positions. He met current Relyco Account Representative, Lyndsay Vachon, when they both worked at a large stationery company. Years later, Fred opened Ecrú around the same time that Lyndsay began work at Relyco. When Lyndsay heard about Fred's new business, she gave him a call to catch up and see if he needed any specialty paper supplies.

#### A solution to a challenge with a time crunch

Over the course of their chat, Fred mentioned that he had a trade show coming up and he wanted to do a creative piece for promotion, but he didn't have the time to design it himself and needed it quickly. He was also concerned about the cost because Fred had just opened his business. After some brainstorming, Lyndsay suggested that he try a flip-tab pressure seal mailer to reveal discounts. She predicted that the peel-back tab could make opening that type of mailer a fun and different experience.

#### At A Glance:

**Customer**

Ecrú

**Industry**

Retail

**Relyco Products**

ULTRASEAL Pressure Seal Mailer

**Website**<https://ecruinvitations.com>

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Fred Montoya  
Owner – Ecrú

Fred recalls:

"I thought it was a great idea, but I didn't know how I'd design it and it was kind of late to start it. But Lyndsay hooked me up with Kara, Relyco's designer, and the quote for the project came in well under what I thought. It was practical and economical. It was a last minute project, but the turnaround was fast and Lyndsay went above and beyond to make sure I got them in time."

### How a pressure seal mailer became a trade show hit

Lyndsay's idea was a unique spin on the traditional use for a pressure seal mailer because it was never actually intended to be a mailed piece. The inside of each mailer revealed a discount percentage, so the piece was like a coupon to work with Ecrú. There were three levels of discounts, which included a grand prize \$1000 wedding suite with invitations printed in-house.

Fred brought a basket of mailers to the show and encouraged everyone who visited his booth to open one and discover their discount percentage:

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### A satisfied customer

Fred was pleased with the mailer and credited its success with gaining him 158 leads from the show, which he found very valuable. There were more leads than he expected and he was able to hit the ground running with his new business with those qualified leads in hand.

Relyco's design team has extensive experience in working with a variety of different-sized businesses whenever they find themselves in need of creative ideas, design help and/or a quick turnaround.



About Relyco: For more than 25 years Relyco has been the premier supplier of unique and innovative paper products specifically designed for laser, digital and inkjet printers. Our products are great for thousands of applications and uses – enabling you to get the most value out of your printer investment. Understanding and meeting our clients' needs is always our first priority. Visit us at [www.relyco.com](http://www.relyco.com) or call (800) 777-7359.