



**PS It Matters**

Powering Communities 2 Better

**Online Specialty Food and Gift Provider with a Mission to Support Food Banks/Pantries Across the Country Conveys Message Using ENDURA LABEL from Relyco**

Founded in 2011 by Jim Brennan and Michael Simchik, PS It Matters is an online specialty foods, personal, and corporate gift store that was formed on a simple premise: to help fight hunger by providing shoppers with access to the finest specialty foods and gifts at the same prices offered in retail stores, and then donating 15% of the purchase price to the food bank or food pantry of the shopper's choice. Shoppers get the specialty foods and gifts they want while giving valuable support to those in their selected community that are in need of food. The impact of each dollar donated to a food bank/pantry has incredible leverage because each \$1 donated provides 4 nutritious meals. Since its official launch in June 2012, PS It Matters has provided more than 10,000 meals, putting the organization on track to deliver as many as 60,000 meals by year's end.

"PS It Matters takes an everyday activity, the purchase of specialty foods or gift items, and allows shoppers to leverage the money they would spend anyway to help others," explains Jim Brennan, co-founder of PS It Matters. "We can offer products at retail prices thanks

**At A Glance:**

**Customer**  
PS It Matters

**Industry**  
Retail

**Relyco Product**  
ENDURA LABEL

**Website**  
www.psitmatters.com

“We had heard wonderful things about Relyco’s customer service and approached the company about designing a custom label. They understood immediately what we were trying to accomplish and developed a flexible, affordable label solution with an easy-to-use template we can customize ourselves. Now we can instantly print the appropriate label based on any combination of foods or gift items purchased.”

Jim Brennan  
Co-Founder  
PS It Matters

to a unique business model that keeps our marketing expenses low, because we rely on the marketing power of our corporate partners, national organizations like WhyHunger, and food banks and pantries across the country.”

For ongoing marketing and repeat buying, PS It Matters relies on the products themselves to educate users about the impact the donation from the purchase of each product has on providing meals to those in need. “We place a label on each product that displays the PS It Matters brand and tells the shopper or gift recipient how many meals were donated as a result of the donation that came from the purchase of that individual product,” Brennan says. “For example, a single jar of jam accounts for four meals, while a bag of coffee accounts for eleven. In a gift set, these and other items combined may contribute to 30 to 100+ meals. Each gift collection of products has explanatory card that includes a sticker using Relyco’s labels that highlights the number of meals provided by the total gift collection purchase.”

Since the label on each item is critical to conveying the impact product has on providing meals to those in need, Brennan and his colleagues worked with a number of vendors to find the right label solution. “So many vendors tried to sell us complicated solutions that required an investment in dozens of different customized options, which was really cost prohibitive given our business model,” he says. “We had heard wonderful things about Relyco’s customer service and approached the company about designing a custom label. They understood immediately what we were trying to accomplish and developed a flexible, affordable label solution with an easy-to-use template we can customize ourselves. Now we can instantly print the appropriate label based on any combination of foods or gift items purchased.”

As an example of the power of PS It Matters, the label solution, and the value of the gift items to corporate customers, Brennan points to a local Mercedes automobile dealership. For more than 20 years, this dealer had provided a gift box of cookies with each vehicle purchase. A few months ago, the dealership began giving each customer a gift box from PS It Matters, which included the Relyco-designed labels telling recipients that through the gift, 13 meals were provided to St. Vincent de Paul Food Pantry in Exeter, N.H. “In 20 years of giving new car owners a gift, the dealership had received only a few responses,” Brennan notes. “In just the first few months since using gifts from PS It Matters with the Relyco labels, the feedback from customers has been overwhelming; the dealership has received phone calls, emails, and letters from more than half of their new customers. The power of each gift—with the Relyco labels and the message they convey—cannot be understated.

“In Relyco, we have a partner who understands and values our mission, which is clear in the level of service we’ve received and in Relyco’s responsiveness to our requests. They have been wonderful to work with,” Brennan concludes. “The labels Relyco developed for us represent the most important marketing element we use to promote our brand and share the importance of each purchase. The solution Relyco delivered is absolutely perfect; it’s visually appealing, economical, and flexible enough to meet all our goals.”

About Relyco: For 30 years, Relyco has been the premier supplier of unique and innovative paper products. Our products are great for thousands of uses, which enables you to get the most value out of your printer investment. Understanding and meeting our clients’ needs is always our first priority.