



Innovative Marketing Company Uses REVLAR™ Waterproof Paper from Relyco to Customize Direct Mailers with “White Oval” Decal for Road Race Organizers and Participants

Formed in 2013 as a sister company to NeoFill, an organization that designs eCommerce solutions for media companies, White Oval Marketing produces direct mail pieces that feature custom versions of the ubiquitous “white oval” as an innovative way for race organizers and sponsors to gain greater visibility as they reach out to race competitors after an event. White Oval Marketing custom prints the event name, type—marathon, half-marathon, triathlon, Ironman, Half-Ironman, Century ride, etc.—and each competitor’s exact results on a white oval decal incorporated in a direct mail piece, which is sent to individual participants.

White Oval Marketing owner Jim Varga, a runner himself, envisioned the customized white oval as a tool that could help event organizers with sponsor recruitment and allow competitors to share their experiences, while expanding the portfolio of solutions his companies offer. “NeoFill and White Oval Marketing rely on variable data printing, and we operate two high-end Xerox 700 digital presses to produce the materials our customers need,” Varga explains. “Leveraging the white oval as an innovative direct mail piece provided us with a way to offer a unique new service using print technology we already had in place.”

At A Glance:

Customer

White Oval Marketing

Industry

Marketing

Relyco Product

REVLAR Waterproof Paper

Website

whiteovalmarketing.com

“REVLAR works exceptionally well in our presses—there’s no need to halt production for any reason. We’ve run thousands of sheets of REVLAR without experiencing any problems; it’s definitely been durable under the infusion process with our Xerox 700s. Producing our white oval direct mailers can be a labor intensive process, so when we’re able to produce a high volume non-stop, we see real savings in terms of the time and labor required. Plus, if the user installs the white oval decal correctly, it can stand up to virtually anything they put it through. Even on the outside of a car, we’ve found that REVLAR is virtually indestructible.”

Jim Varga
Owner
White Oval Marketing



Varga researched multiple vendors to locate the right paper to use for the application, and almost immediately, the number of potential customers grew as race directors embraced the concept of a customized white oval as a way to extend the brand of their event. Each white oval mailer—an 8”x 11” sheet with a peel-off decal at the bottom—can be tailored to the event, incorporating a “thank you” message, race and sponsor logos, and even sponsor coupons in addition to the personalized race finish details customized for each recipient. The white oval itself is designed to peel from the mailer and adhere to a car window, so mailers needed to be printed on specialized paper that could be UV coated to withstand all weather conditions.

As early batches of the direct mail pieces were printed, however, Varga and the team at White Oval Marketing encountered some unexpected challenges. “The Xerox 700 uses a heat infuser to ensure the ink adheres to the paper, and even though the paper we used was designed specifically for our printer, it began to melt when we printed large quantities, which increased our production time significantly. The Xerox 700 is designed to print 70 pages per minute, but we were forced to stop every 20 or 30 minutes to allow the printer to cool,” Varga comments. “Plus, we weren’t satisfied with the quality of the finished pieces. In early applications, it faded and peeled easily and we had concerns about how well the white ovals would hold up to the elements.”

Then, in a meeting with the vendor that provided the paper’s UV coating, Varga found REVLAR from Relyco. “I was immediately impressed by the look and feel of REVLAR, so I contacted Relyco to request samples,” he says. “The team I worked with at Relyco was very responsive. When our test showed how well REVLAR would work in our equipment and we were ready to place an order, Relyco made recommendations and provided us with the exact format of REVLAR we needed. They worked with us to create a custom form that is perforated in the middle with an integrated REVLAR die cut oval label on the bottom. This was exactly what we needed.”

Large race events can have tens of thousands of runners and since White Oval Marketing began using REVLAR, the company has been able to produce the high volume of direct mailers needed. “REVLAR works exceptionally well in our presses—there’s no need to halt production for any reason. We’ve run thousands of sheets of REVLAR without experiencing any problems; it’s definitely been durable under the infusion process with our Xerox 700s. Producing our white oval direct mailers can be a labor intensive process, so when we’re able to produce a high volume non-stop, we see real savings in terms of the time and labor required,” Varga says. “Plus, if the user installs the white oval decal correctly, it can stand up to virtually anything they put it through too. Even on the outside of a car, we’ve found that REVLAR is virtually indestructible.”

Varga notes that so far, race organizers have been equally impressed with the new REVLAR white ovals, and participants have appreciated the personalized race follow up, which extends postrace interaction well beyond the contents of a typical “goody bag.” In fact, with REVLAR, White Oval Marketing has been able to expand their business to include white-oval.com, a business-toconsumer website that offers white ovals at no charge to participants in events where the direct mailers aren’t in use yet.

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.