



Shhh...

Five Inside Facts on Pressure Seal

That Will Save You Time, Money and
Paper Cuts

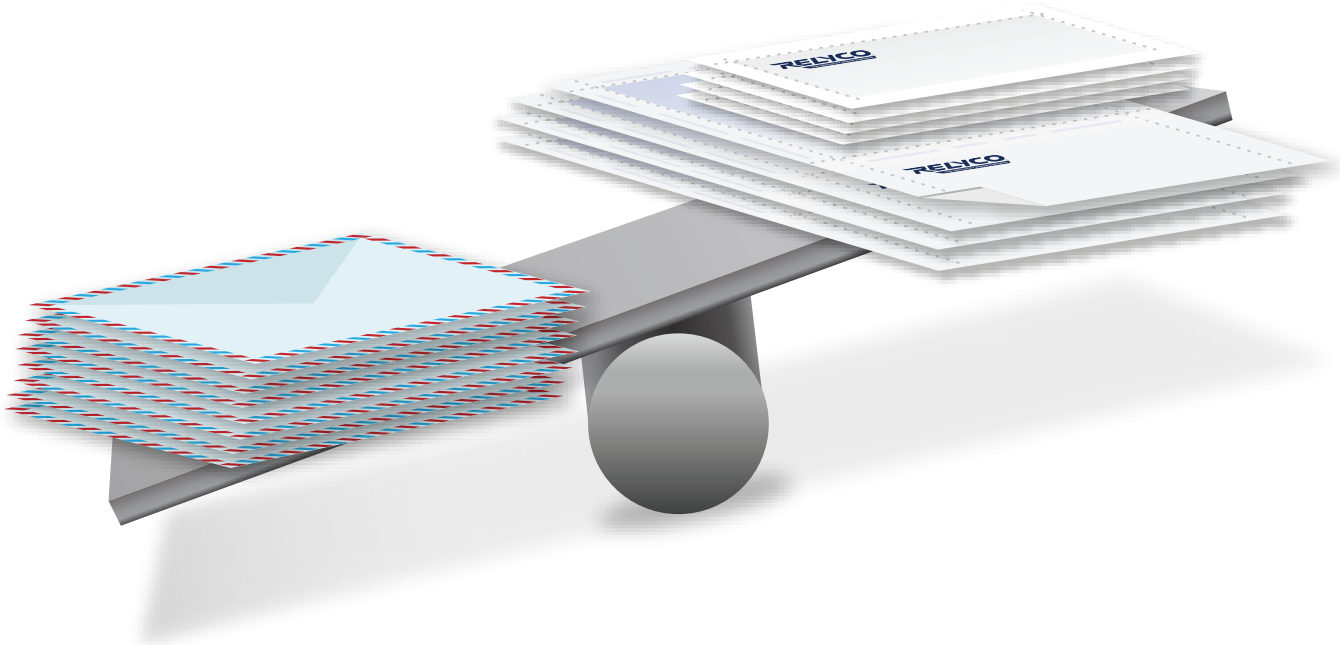


TABLE OF CONTENTS

03 Introduction

05 Common Pressure Seal Applications

06 Common Misconceptions About Pressure Seal

07 Myth 1: Pressure Seal Forms are Incompatible with Existing Printers

08 Myth 2: Your Investment in Existing Equipment Will Go to Waste

09 Myth 3: Pressure Seal Equipment is Too Expensive

11 Myth 4: Pressure Seal Forms are Too Expensive

13 Myth 5: Pressure Seal Equipment Would Interrupt Existing Operational Processes

15 Case Studies

17 How Relyco Can Help

Introduction

Pressure seal forms and equipment provide the tools for businesses to create and process one-piece self-sealing mailers. Reduced costs and streamlined production are a real benefit in creating and issuing a variety of this type of communications pieces, i.e., checks, statements, personal information, tax forms or promotional mailers just to name a few.

The technology behind pressure seal documents is simple. The seal is implemented by processing the forms with their specially formulated glue through machines which fold and channel them through rollers exerting high pressure creating the seal. There is no heat, no water, no glue added – just pressure.

Simply put, the documents are sealed when the form is folded in a pressure seal machine, aligning the glue patterns found on the margins of the form, and moving the document through a series of rollers that apply intense pressure. As glue meets glue under pressure, the seal is made. The glue only reacts to the same cohesive and only under pressure. The forms emerge from the pressure seal machine sealed and ready to mail.

By eliminating the envelope, and the labor intensive folding, stuffing and sealing, pressure seal mailers have become an efficient and environmentally-friendly alternative for all forms of direct mail pieces.

Benefits of Using Pressure Seal Forms and Checks

- Cut costs by eliminating the need for a large envelope inventory
- Reduce man hours spent folding, stuffing and sealing envelopes
- Substantially increase response rates

Fold Types

Z FOLD



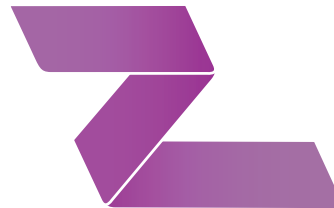
V FOLD



C FOLD



UNEVEN Z FOLD



Form Types

- Self Mailer Forms
- Checks
- Custom Forms

Common Pressure Seal Applications

There are countless applications for pressure seal forms and equipment. Pressure seal works for all kinds of businesses from the very small to large companies looking to streamline their processes. It is just as effective for issuing invoices, statements or checks as it is for educational institutions wanting to issue “tamper evident” grade reports. Cost effectiveness and increased response rates make the forms especially attractive to direct mail houses. This means a positive ROI for your company.

Confidentiality of forms is a major benefit for the use of pressure seal documents. They work especially well for medical reports, appointment reminders and sensitive legal and financial notices such as jury duty notices, PIN notifications or checks. Below are just a few of the industry-specific ways businesses are using these pressure seal solutions.

STATE & FEDERAL GOVERNMENT

- Voter registration
- Income tax forms
- Jury duty notices
- Parking permits

PUBLIC SERVICES

- Service renewals
- Shut-off notices
- Appointment schedules
- Questionnaires
- Billing statements

FINANCIAL SERVICES

- PIN notices
- Overdraft notices
- Charge notices
- Monthly statements
- Checks

EDUCATION

- Grade reports
- Tuition notices
- Course schedules
- Federal aid statements

MANUFACTURING & RETAIL

- Recall notices
- Order receipts
- Warranty certificates
- Rebate coupons
- Marketing flyers

DIRECT MAIL

- Promotional campaigns
- Personalized pieces
- B-to-B and B-to-C

Relyco offers ULTRASEAL® Pressure Seal Stock and Custom Self Mailers and Formax™ Pressure Seal Equipment. We think these are your best options. From the smallest to the largest companies, there are forms and machines to serve any budget. However, the information which we include in this white paper can be used with any pressure seal forms and equipment.

Common Misconceptions About Pressure Seal

Pressure seal reduces costs, is highly secure and increases response rates. So, why don't more companies convert to pressure seal?

Due to a number of common misconceptions, many organizations have yet to adopt an in-house pressure seal solution.

In this white paper, we will address and debunk five common myths about pressure seal forms and equipment to show you how adopting a comprehensive pressure seal solution can actually save your business money.

Skeptical?

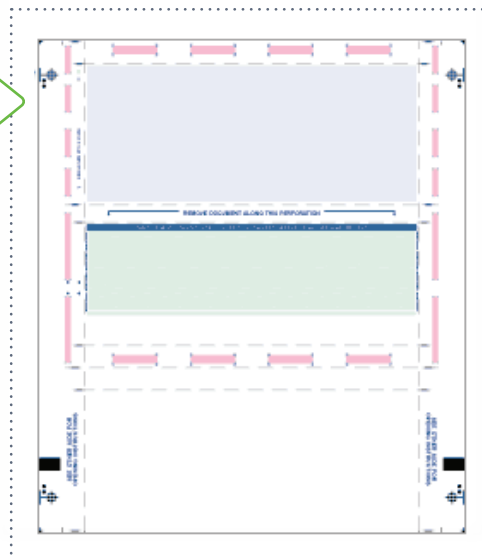
[CHECK OUT OUR COST SAVINGS CALCULATOR](#)

Myth 1: Pressure Seal Forms are Incompatible with Existing Printers

Many organizations don't consider pressure seal solutions because they don't have the need or budget to invest in new printing equipment. What many printers don't realize is that pressure seal forms can be printed on digital, offset or high-speed laser printers. This makes it unnecessary to purchase new equipment or special printers to process the forms. Heat from these printing options does not affect the adhesive used to seal the forms.




“The simplicity of a selfmailer also makes it easy to produce quickly, enabling you to introduce a new product, announce a sale or make contact with customers in short order.” - entrepreneur.com

Cohesive Glue Pattern



Myth 2: Your Investment in Existing Equipment Will Go to Waste

For most applications, pressure seal processing can be done within or alongside standard equipment processing. In some cases, an in-line “pressure unit” can be retrofitted to work within your existing workflow process.

 <p>1</p>	 <p>2</p>	 <p>3</p>
<p>After printing, load the ULTRASEAL forms into the folder/sealer's input tray</p> <p>Press START.</p>	<p>Watch as your pieces are created at a minimum of 60 per minute - up to 40,000 per hour</p> <p>Folding the form aligns patterns of a specially formulated cohesive, which has been pre-applied to the document during manufacturing.</p> <p>Once folded, the document travels through a series of sealing rollers inside the folder/sealer.</p>	<p>These rollers apply a great amount of pressure to the form, which activates the cohesive and, in turn, creates a secure “fiber tear” seal.</p>

For printers with high volume needs, the stand-alone pressure sealer is an ideal solution. The faster speed, fewer problems and improved visual appeal of the form will yield higher open rates.



Myth 3: Pressure Seal Equipment is Too Expensive

While there is an initial investment in equipment, pressure seal is one of the organizational changes where savings can be realized immediately.

There is the up-front investment in the equipment, including shipping, but the cost benefits of a pressure seal commitment are long-term.

Designed for durability, with proper care, these workhorses will last well over 10 years.

“In a test marketing mail campaign, large self-mailers outperformed postcards by a substantial margin (61.92% vs. 35.18%).” - Act-On Marketing

Man Hours & Postage Savings

Pressure seal equipment can pay for itself in several ways. The one that is most significant is in reduced labor costs. The machines can handle up to 10x more pieces per hour than folders or inserters and up to 60x more pieces per hour than manual folding and inserting.

Measurable ROI Within Five Years

The pressure seal technology does require additional equipment, but most calculations show that purchases pay for themselves within five years when all aspects are considered, i.e.; forms and equipment, reduced labor costs and increased postage savings.

Financing Options Available

Pressure seal equipment can be financed or leased to make more manageable payments – with options to buy out at lease end.

Pressure Seal Machines for Any Business Need

Pressure seal machines are available in a wide range of options.

The smallest, a desktop low-volume solution, will process your forms at a rate of 35 pieces a minute.

There is a mid-level machine which will process up to 5200 forms an hour.

And then there is the in-line pressure sealer with an attached printer which will print, fold and seal your projects in one step at a rate of about 7000 an hour, reducing the processing time while increasing document security.

There are sealers that can process up to 9000 forms an hour, with a monthly duty cycle of 75,000 forms.

For continuous pressure seal processing, there is a pressure seal machine attached to a burster which can separate, fold and seal continuous forms at a rate of 28,000 an hour, or a monthly duty cycle of 400,000.

And then there are the big boys--four different models that will process 40,000 forms an hour and have an unlimited duty cycle. There is even one for continuous forms which includes the in-line burster.

So depending on your pressure seal needs--from a small office desktop to a massive direct mail stand-alone--there is a pressure seal machine that will work for you.

Myth 4: Pressure Seal Forms are Too Expensive

While the initial cost of pressure seal forms may be more expensive than ordinary forms, the increased open rates and subsequent responses are much higher when compared to use of less expensive products such as post cards or letters sealed in envelopes.

By considering the overall cost of ownership and operation of a standard inserter versus a pressure seal machine, you will find that the latter actually reduces costs by allowing you to streamline your operation, going from processing of 2-up forms to producing one form and eliminating labor costs for folding, stuffing and sealing envelopes.

More Room for your Message

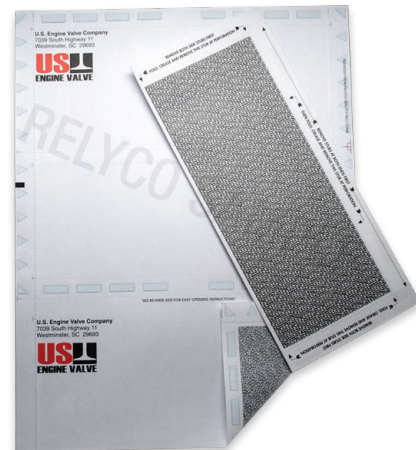
Pressure seal mailers offer more real estate for your message than the traditional post card. This is particularly evident in the use of the 14" pressure seal form.

Sealed Mailers = Increased Open Rate

Market studies have shown that people are more likely to open a one-piece sealed mailer than a standard post card which most frequently gets tossed without even reading the message. Increased open rates lead to a higher return on a direct marketing campaign, and thereby to a greater ROI on the investment.

New Revenue Channels

Additionally, the majority of pressure seal users report adding at least two additional pressure seal applications within the first calendar year.



Streamline Costs and Expenses

Pressure seal eliminates the need for envelopes. This means you'll spend less on materials as well as the labor needed to pack envelopes.

“...Pressure seal forms will always have an ‘official’ look to them...people will want to open them because of the forms’ resemblance to checks, tax forms, and other important official information.”

- Seth Dunn



ULTRASEAL[®]
Self Mailer Pressure Seal Forms

Seal It with **NO** Water, Glue, Heat, or Envelopes

The advertisement features four red prohibition signs (a circle with a diagonal slash) over icons representing water, glue, heat, and envelopes. The water icon shows blue waves, the glue icon shows a bottle labeled 'glue', the heat icon shows yellow and orange flames, and the envelope icon shows a white envelope.

Myth 5: Pressure Seal Equipment Would Interrupt Existing Operational Processes

While upgrading to pressure seal equipment and forms may interrupt some existing operational processes to a certain extent, that interruption is almost always likely to produce substantial benefits in the long run.

Saves Time

By eliminating labor intensive activities like folding, stuffing and sealing envelopes, the use of pressure seal technology reduces the overall cost of mail processing by nearly 50%. This in turn frees up time to focus on more revenue-generating projects.

Reduces Errors

Pressure seal offers its own mail match technology. You can't put a wrong letter or check in the wrong envelope because it is all one piece.

Maximizes Confidentiality

Because you feed the forms into the pressure seal equipment in batches, there is less chance of confidential information on checks, financial documents, tax forms, pin numbers, etc., being seen even by the pressure seal. equipment operator.

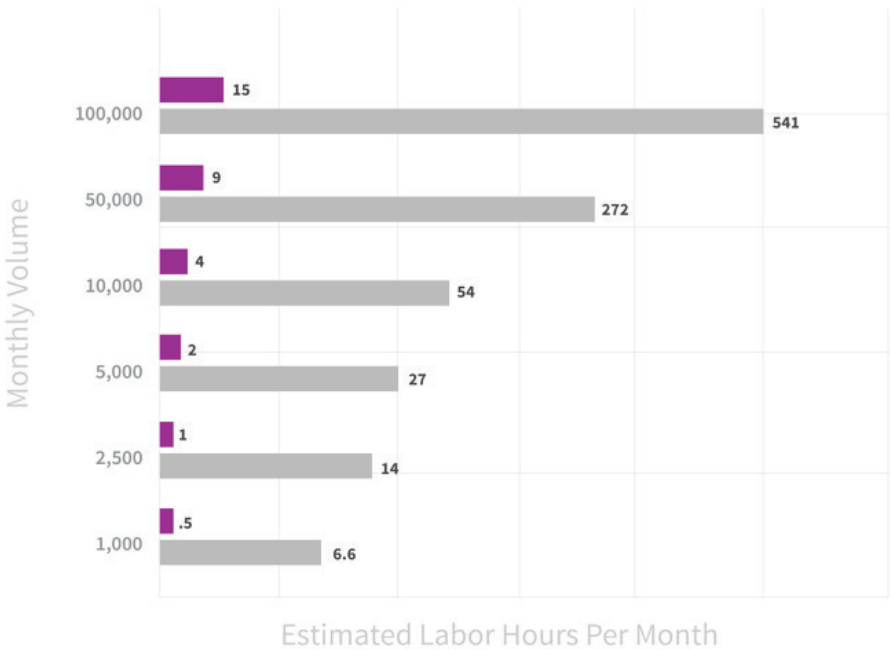
“The greatest advantage of using self mailers is the lower overall printing cost.” - letterprinting.net

ULTRASEAL

Manual



ULTRASEAL can reduce your overall mail processing costs by nearly 50%



ULTRASEAL can reduce your labor hours by leaving time for other revenue-generating projects

Case Studies



The Ricca Group

Recently, the Ricca Group invested in a Formax pressure sealer and Relyco's ULTRASEAL pressure seal checks. Using pressure seal technology will help the Ricca Group become even more efficient by eliminating the need to stuff each check into an envelope.

Plus, because each check is secured in a self-mailer rather than inserted in an envelope, the security and integrity of the check is protected. Like Relyco's customized business checks, ULTRASEAL checks can be tailored to meet all the Ricca Group's unique requirements.



Cognizant

MarketRx/Cognizant conducts periodic physician surveys. When survey response rates began to decline, the team at MarketRx/Cognizant grew concerned that the quality of the invitations sent to physicians was preventing them from considering participating in the surveys.

"We had become very dissatisfied with the paper provided by our previous vendor," explains Keiron Guischar, senior analyst at MarketRx/Cognizant.

"The pressure seal paper Relyco provided for our invitations was of far better quality and, surprisingly, was even more cost effective. When we distributed invitations using the Relyco paper, our response rate returned to expected levels and we were able to realize a greater return on investment."

XANGO

XANGO

A global nutrition company, XANGO is a recognized leader in health and wellness products. When XANGO began operations nearly a decade ago, monthly distributor commission checks were processed manually in a labor intensive, time-consuming process.

As XANGO began to explore ways to automate commission processing, they began by placing marketing resources and distributor reports online. With just the check remaining to be mailed, XANGO contacted a number of different vendors, evaluated a range of check options, and chose ULTRASEAL pressure seal checks from Relyco.

“We print thousands of checks each month, and our printers and folder, which we also purchased from Relyco, work very well with the Relyco product,” notes Travis Young, treasury analyst in XANGO’s commission department.

“This is important because an interoperability problem that caused issues with the printers or folder could mean that a job that usually takes just a few hours would take days. We can have confidence in ULTRASEAL from Relyco.”

How Relyco Can Help

Unlike other types of mailers that require glue, heat, or water to seal them, our printer-compatible ULTRASEAL self mailers have narrow bands of pressure-sensitive adhesive.

The average ULTRASEAL® customer reduces their mail processing labor costs by 50%!

Once you print the pressure seal mailing piece in your color or black and white laser printer, the forms can then be fed into any one of the Formax pressure seal machines available from Relyco. These machines take care of all the folding and sealing, utilizing pressure that activates the special paper coating. Formax™ machines are available from Relyco for purchase or lease.

All of our self mailers can be custom printed in today's office laser printer, complete with postage, allowing for control of costs, customization, and either bulk or one-off delivery of mailed pieces when necessary.

With Relyco, getting creative does not mean you need to give up security. Our ULTRASEAL self mailers offer 17 different custom security features to protect any business type, ensuring that your highly sensitive information is ultra secure.



Get noticed with ULTRASEAL customized self mailers:

- Incorporate your own colors, logo, and layout
- Continuous or laser self mailer formats
- Available with built-in reply envelopes
- Simplex or duplex laser printing formats
- C, V, Z, and uneven Z-folds

Want to learn more about how Relyco can help your business save money with pressure seal forms and equipment?

Click below to schedule a consultation with one of our knowledgeable representatives

[SCHEDULE A FREE CONSULTATION!](#)

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