

The Colorful Carrier

Response begins with the envelope.



Welcome to our newsletter

The more you know about envelopes, the better direct mail practitioner you are. That, plus conveying the latest news at ColorTree, are the ideas behind The Colorful Carrier, which we hope you find a quick and informative read. ⊕

Celebrating our 20th with the new ColorTree logo

It's 2008 and we've achieved 20 years of successful operation at ColorTree. We're proud of that. We reached this milestone by not shying away from changing and evolving whenever it made good business sense or the market required it of us. Our sincere thanks to you for your patronage; and to the people who work here and give their all. Our new logo salutes you both by combining familiar elements with new ones to symbolize our vision for making full-color envelopes, easy and on time, well into the future. We'll continue to evolve and grow to meet your needs. We'll continue to hold fast to the values that make us your preferred source for envelopes.



Colorful standard sizes make even more sense now

Each postal rate increase tightens the squeeze on direct mail budgets, especially for mailings of oversized envelopes. If you mail oversized OEs, consider switching to full-color, standard-size envelopes—particularly numbers nine and 10—as cost-effective alternatives that still stand out in today's increasingly uniform mail stream. People notice color; it's a proven fact.

ColorTree closes in on Forest Stewardship Council certification

Since this past January, an eight-person cross-functional team of ColorTree staff has been working on gaining FSC chain-of-custody certification. Certification will mean that ColorTree can track forest-product supplies back to FSC-certified sources. Led by subject expert Patrick Fitzpatrick, the team represents ColorTree's start-to-finish workflow: specification/purchasing, accounting, receiving, shipping, plant operations, IT, and facilities management. Contact Patrick to learn more about sustainability and green initiatives at Colortree.

Did you know?
The postal service has more solar voltaic systems, used to convert sunlight directly into electricity, than any other governmental agency nationwide. The emissions eliminated by using solar power are equal to planting over 850,000 trees.

Nothing beats the quality of offset

When a full-color envelope order calls for superior color, sheet-fed offset printing is the choice. No other printing technology produces the rich, true colors that offset presses do. Then our expert envelope-makers use die-cutting and folding equipment modified to our specifications to convert the pre-printed blanks into perfect envelopes. This exacting two-step process—in-house printing and then converting—delivers the finest custom-made envelopes available today.

Working on workflow

by Eric Patterson, systems workflow specialist

At ColorTree, we believe in the true spirit of partnership: that your needs and problems are ours; that when you succeed, so do we. To be the helpful, resourceful partner you need, we have several ongoing operational goals. Speed up workflows. Get rid of unnecessary steps. And automate where it makes sense.

In our order entry and pre-production areas, for example, you'll soon see online customer support for file submission, soft-proof turnarounds in minutes, better proof-to-press accuracy, and 24/7 customer support.

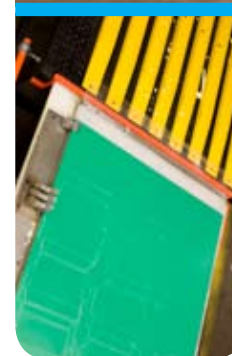
By looking at our process end to end, we can eliminate the unnecessary and deliver quicker at every step. Plus lower the stress of business for everyone.

This is an exciting time to do business with us at ColorTree. We've listened to your requests and suggestions. We're responding. And in the process, differentiating ourselves more every day.

ColorTree's Eric Patterson is a third generation printer who claims to have little more than ink in his blood. A 2001 graduate of Clemson University with a degree in graphic communications program, Eric's experience includes offset, prepress and screen printing; and such industry organizations as Xplor International, FTA and the EMA Leadership Council. For any questions on Colortree workflow practices, Eric will be glad to take your call.

A brief sales message

Our tag-line—**Full-color envelopes, easy and on time**—says what it's like to work with ColorTree. We make the full-color envelope process easy for you and we deliver on time. At ColorTree, a promise made is a promise kept. Let us prove it to you on that next job you have sitting on your desk.



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