

# The Colorful Carrier

Response begins with the envelope.



## Welcome to the 2nd issue of The Colorful Carrier

The idea behind this bi-monthly newsletter is to share information about envelopes and direct mail as well as the latest news of what's happening here at ColorTree.

As always, we welcome your comments and suggestions. ColorTree frequently publishes new industry-focused whitepapers. To see the latest, visit - [www.colorfulenvelopes.com](http://www.colorfulenvelopes.com).

## Proofs in seconds rather than minutes!

You told us getting paper proofs to you faster would make your life easier. We listened. Colortree's new Canon C1 Digital Proofer outputs paper proofs in seconds rather than minutes. The increased speed allows us to make many more proofs per day so your proofs are likely to go out and be on your desk sooner.

You wanted a more accurate color proof. Unlike continuous tone proofers our new Canon C1 Digital Proofer builds color with dots just like our big Heidelberg Presses, so what you see on the proof is what comes off the press. Applying Colortree's precise color management standards, the Canon C1 will be calibrated to all of our presses, offset, flexo and jet, to provide you with the most accurate paper proof in the industry.

Inks printed on colored paper look different from the same inks printed on white proofing paper. That's no longer a problem. The new Canon C1 Digital Proofer prints like a press so we can print your proof on the same paper used for your job. Relax, now the color on your proof will match the color on your job, even on colored paper. Proofs - faster and better. That makes life easier.



## FSC \ SFI Chain of Custody Certification

by Patrick Fitzpatrick, FSC / SFI Team Leader

At the end of July, ColorTree successfully completed the audit process for Chain of Custody Certification in the Forest Stewardship Council and Sustainable Forestry Initiative programs. Final approval was received and we will have our official certificates any day now.

By achieving Chain of Custody certification, ColorTree and its customers may support the efforts of well managed forestry operations, a major step towards sustaining the environment we live in. The FSC and SFI organizations outline and administer rigorous standards of forestry management for land owners and program participants to adhere to. Program participants learn and demonstrate a strong commitment to environmental conservation and ColorTree is proud to be a part of this movement.

*Patrick Fitzpatrick has been a member of the ColorTree management team since 1989. During his career Patrick has managed all areas of our manufacturing operations. He is currently responsible for managing facility, environmental, safety and training systems as well as leading quality improvement teams. Patrick enjoys competitive league tennis, fly fishing and racing his motorcycles on regional road racing courses.*

## ColorTree Celebrates 20th Anniversary at the Races

On June 29th, over two hundred employees, company retirees, vendors and special guests gathered to celebrate Colortree's 20th Anniversary at Colonial Downs, Virginia's premier thoroughbred horse racing park in New Kent, Virginia.

ColorTree, established in 1988, has much to celebrate. The company has successfully carved out a profitable niche in the direct mail business, making full color envelopes used by non-profit groups to recruit members and raise much needed program funding. Colortree processes 50 to 75 jobs and makes approximately 5 million envelopes each day. The company operates around the clock, seven days a week in its manufacturing facility at Villa Park in Henrico County.

In a recent independent customer survey, Colortree earned a whopping 92% customer satisfaction rating as compared to 77% rating for its competitors. "Twenty years is quite a milestone for a startup manufacturing company that began with a group of salesmen. Back then, many said we would not last six months. Well, I am happy to report that we are still here and as energetic and enthusiastic as ever! To this accomplishment, we owe thanks to many, including our customers, employees, and vendors," said Dennis Whitcomb, president ColorTree.

## Why Use Flat Sheet Litho and Convert?

Colortree's full color envelopes give you more design flexibility and choices than any other type of printed envelope. Colortree's three step process; (print, cut, fold) yields full color printed envelopes of the highest quality. Successful projects begin with a realistic budget. Depending on job quantity and print coverage full color envelopes may cost more than flexo in-line and Jet printed envelopes so knowing when to specify Colortree full color print flat and fold envelopes is important. Count on Colortree to make sure you receive the quality you expect.

Specify Colortree full color envelopes on jobs that feature any of the following:

- Coated paper
- Premium text and cover grades
- Graphic designs featuring high-res photo images, especially people, faces, skin tones
- Flood coverage and heavy solids of color
- Copy that wraps from face to back and/or flap
- Full bleeds including into window die-cut area
- Critical color match between envelope and inserts or other collateral
- 4 color process, exact match special logo and PMS colors
- Metallic inks, gloss, satin and matte finishes, flood or spot varnishes

### Brief Sales Message:

As the busy mailing season rapidly approaches and deadlines get shorter (and shorter) keep in mind, Colortree will continue to meet your delivery dates. In our recent customer survey many of you told us that you buy from Colortree because "we do what we say we are going to do." It is very encouraging to receive such praise.

Everyday everyone at Colortree works very hard to make the buying process easy and less stressful for you. So remember, even though our specialty is the smaller to medium size run, up to 6 color flat sheet litho and convert and 3 color printed flexo, you can count on Colortree to exceed your expectations.

Kyle Martin  
V.P. Sales



Michele Meehan Discovers Gold at DM Days of New York

Michele Meehan's business card was drawn from over one hundred entries to win a 1 ounce American Gold Eagle Coin worth nearly \$1000 at the DM Days Exhibition in New York. The solid gold coin is to signify ColorTree's full color flat sheet litho print and convert envelopes - the "gold standard" of full color direct mail envelopes.

Meehan, a production manager at Amergent said, "Amergent is not currently a ColorTree customer, but after visiting their booth at DM Days in New York. I am enthusiastic about discussing full color envelope solutions with Colortree for some of our direct mail campaigns. Winning the Gold Eagle Coin was the icing on the cake."

