

W21

"When angry, count four; when very angry, swear."

—Mark Twain

Wednesday
Morning

Fax

from

The

Castle

Press

10 ways to boost envelope safety

These anthrax-conscious days, millions of recipients of direct-mail advertising are looking at outer envelopes as if they might carry deadly bacteria.

At this writing only four persons have died of mail-contracted anthrax. But nobody wants to be #5.

Consumers may not realize it, but standard (bulk) mail is safer than first-class letters. Terrorists or other criminals cannot drop single pieces of standard mail—which enter the mail stream with traceable paperwork and through controlled entry points—into the postal system. Yet suspicions are rife—and mail volume has plunged by 1.1 billion pieces since September 11.

Mail-industry suppliers have come up with several anthrax countermeasures and some informed advice aimed at building recipient confidence:

- Increase use of no-cargo postcards or self-mailers
- Alternatively, use window envelopes to make it easy to see what is inside
- Recipients trust envelopes with imprinted return addresses
- Personalized mailings allay suspicion
- Take advantage of envelope-safety advances

The Mail-Well company (URL www.mail-well.com) has introduced:

- A Safety Window envelope
It includes an extra window at the bottom to make it easy to see whether the envelope carries a powder.
- A Tamper-Evident envelope
It shows whether the envelope has been opened before delivery.

Mail-Well also is developing other high-security envelopes:

- A Contamination-Alert envelope
It will change color if it comes in contact with a biological contaminant.
- An Antibacterial envelope
It would be treated with agents to kill biological contaminants.

Another envelope supplier, the Solar Communications company (URL www.SolarCommunications.com), is producing a new line of overwrap mailers.

- The Solar Communications process makes mail packages tamper-resistant by heat-sealing them in clear poly envelopes at more than 250 degrees Fahrenheit. Moreover, Solar Communications says, its overwrap mailers are more durable than traditional mail packages.

The Castle Press – *your best choice for a printing partner since 1931.*



1222 North Fair Oaks Avenue
Pasadena, California 91103
1-800-794-0858
www.castlepress.com

(11.21.01)