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W+D's successful Direct Mail Days offered envelope insights

Conference in Neuwied, Germany, focused on adding value in the direct mail market



Andrew Schipke, Vice President of Sales and Marketing for Winkler+Dünnebier in the U.S., shows examples of successful direct mailings made on the W+D 410 Easy Enveloper.

print and online media," said Frank Eichhorn, Managing Director of W+D. "Direct mailing offers tremendous potential again, and W+D sees its future in this area."

NEUWIED, Germany — July 20, 2017 — Direct Mail Days proved to be an exciting forum for those in the envelope, printing and supplier industries. Organized by Winkler+Dünnebier GmbH (W+D), in cooperation with the European Federation of Envelope Manufacturers (FEPE), the event attracted around 110 participants to Neuwied from June 28 to 29, 2017.

Association and industry experts offered insights and spoke extensively about direct mail, as well as about the current market trends in Europe and the U.S. Above all, the focus of the event was on the enormous potential of envelopes to create added value for mailings, with haptics, layouts and personal approaches increasing open and response rates by more than 30 percent in recent direct mail examples.

"Advertisers are increasingly realizing that concentrating on digital media like email is not enough—successful campaigns require a clever combination of

The event also showcased various creative envelopes, such as shape-cut formats, alongside demonstrations of the machines that created them. The W+D 410 Easy Enveloper, now equipped with two window patching stations, showed how fast and easy it can convert envelope formats, as well as implement printing changes with the newly developed inline flexo blank printing units for inside and outside envelope printing. Another helpful application was demonstrated by an innovative cloud solution that can create personalized envelopes on demand, which were printed on the W+D 234 dL printing machine display.

Direct Mail Days is a W+D initiative, in cooperation with FEPE, that promotes personalized direct mailings and presents creative future concepts. Due to widespread positive feedback from customers and exhibitors, the next Direct Mail Days will take place in 2018, with an exact date to be announced.

Please see the attached document for English, French and German versions, and a high-resolution photo.

ABOUT WINKLER+DÜNNEBIER GmbH (W+D)

Winkler+Dünnebier GmbH (W+D) offers a wide range of highly efficient, integrated system solutions for the mail and postal industry, as well as for the tissue and hygiene industry. With more than 100 years of industry-shaping innovations, W+D has core competence in the converting and processing of thin and in-homogeneous materials—such as paper, tissue and nonwovens—at high speeds and tight tolerances. With innovative and tailor-made system solutions and services, W+D focuses on the entire internal value chain for its customers. Part of the Barry-Wehmiller family, W+D has production and distribution sites in Germany, Malaysia and the United States, with sales and service support around the world. For more, go to w-d.de.

ABOUT BARRY-WEHMILLER

Barry-Wehmiller is a diversified global supplier of engineering consulting and manufacturing technology for the packaging, corrugating, sheeting and paper-converting industries. By blending people-centric leadership with disciplined operational strategies and purpose-driven growth, Barry-Wehmiller has become a \$2.8 billion organization with more than 11,000 team members united by a common belief: to use the power of business to build a better world. CEO Bob Chapman shares the story of the company's transformation in his new book, *Everybody Matters: The Extraordinary Power of Caring for Your People Like Family*. To learn more, go to barrywehmiller.com.