

## ADVELOPES™ FEATURES in AUSTRALIA POST “Innovative Envelopes” BROCHURE

September 2007

Australia Post approached PaperlinX Office when they looked to produce the first information brochure on innovative & powerful envelopes.

This brochure looked to include examples of current innovative envelope developments and applications that assist to drive response and results on mail campaigns. Advelopes was a perfect feature!

The 2-sided brochure also includes relevant information, quotes and testimonials in relation to envelopes and transactional, trans-promotional and direct mail applications.

### Is your envelope stimulating the desired response?

#### Innovative envelopes

New mailings are more successful than ever before. The key to success is not just the quality of the message, but the quality of the envelope that carries it.

What makes an envelope stand out from the rest? It's the envelope that makes the difference. It's the envelope that makes the difference between a message that is ignored and a message that is read.

Whether the core communication is promotional or transactional, the envelope serves as an essential billboard to announce promotional offers and reinforce messages found within the internal document.

Envelopes are the most important part of your mail campaign. They are the first thing your customer sees. They are the first thing your customer touches. They are the first thing your customer reads. They are the first thing your customer sees, touches, and reads. They are the first thing your customer sees, touches, and reads.

While some mail items are discarded and thrown away unopened, a message on the envelope cannot be overlooked.

#### Don't overlook the envelope

People do not read envelopes. They read the message inside. But the envelope is the first thing they see. It's the envelope that makes the difference between a message that is ignored and a message that is read.

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#### Innovative envelope providers

##### Advelopes™

New you can have an envelope that is both strong to get your message out and powerful to get your message in. PaperlinX Office, the manufacturer of the quality Advelopes™ envelope, has taken an important step in envelope development by creating a new envelope technology.

Advelopes™ envelope provides a unique approach to the design and production of envelopes. It's the envelope that makes the difference between a message that is ignored and a message that is read.

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Innovative envelopes  
A powerful and effective tool for connecting with people

Like to be considered? For more information...  
[www.advelopes.com.au](http://www.advelopes.com.au)  
 1300 302 309

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