



September 24, 2024

Evolving the United Envelope Brand and Website

STRATEGIC RECOMMENDATIONS
PRESENTATION

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Purpose Of This Meeting

- Present an evolved United Envelope brand position and website design to support the company's specialty envelope manufacturing capabilities and services.
- Present a compelling and modern graphic identity which represents a technologically-advanced, envelope manufacturing company that is committed to providing customers with high-quality, reliable and on-time product delivery.
- Enable customers and prospects to quickly and easily access relevant information, to support the organization's sales growth initiative.

Presentation Agenda

■ Background.....	Page 4
■ Competitor Website Review	Page 6
■ About the Company	Page 12
■ What Our Employees Say About United Envelope	Page 15
■ Transforming the Brand	Page 19
■ Aspirational Brand Imprint	Page 25
■ Website Page Map	Page 41
■ Website Creative Presentation	Page 42
■ Next Steps.....	Page 46



How We Got Here – Strategic Input

- Initial introduction through outreach by United Envelope management. SFA was located via Google search.
- Follow-up meetings to present SFA's capabilities and relevant marketing experience in print services, technology, engineering and manufacturing industries.
- Website/brand proposal submitted for United Envelope consideration.
- Review of current United Envelope website and PPT.
- Review of marketing questionnaire responses from United Envelope management team, including feedback from 9 respondents.
- Conduct follow up Zoom interviews with Ken, Liz and Tuomas to review their input about website direction and value.
- Review of competitive and peer websites.



The End Goal

Develop an evolved United Envelope brand identity, value proposition messaging, and website platform – to more effectively communicate and promote the Company's specialty envelope manufacturing and printing services.

Clearly present our manufacturing and industry expertise, exceptional customer service, inventory management capabilities, and relevant certifications. Develop a platform to support United Envelope's sales process, to help generate leads for the organization, enhance SEO, and enable prospects to easily find and understand our specialized capabilities and value.



A detailed view of a large industrial machine used for manufacturing envelopes. The machine features multiple horizontal rollers and a control panel on the left with various buttons and a small digital display. A large roll of material is being processed, and a finished envelope is visible at the top. A prominent red rectangular overlay is centered on the image, containing the title text in white.

United Envelope Competitor Summary

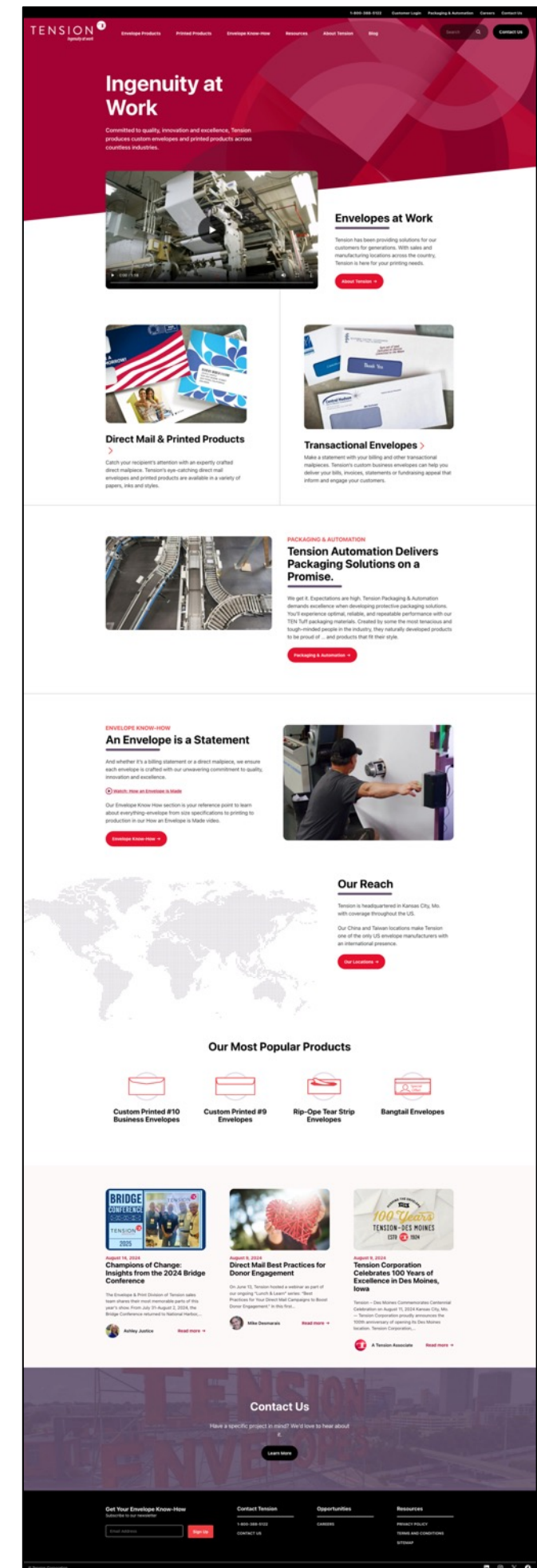
Review of Competitive and Peer Websites

- There are a number of competitors and peers within United Envelope's marketplace.
- Some competitors are sophisticated, with competent website marketing presence, user experience and supporting information.
- There is an opportunity to create an effective and significantly improved United Envelope brand identity and website which will support business growth and improve perceptions of the organization.
- On the following pages we provide a brief overview of 4 key competitor sites which we reviewed as part of the research process.



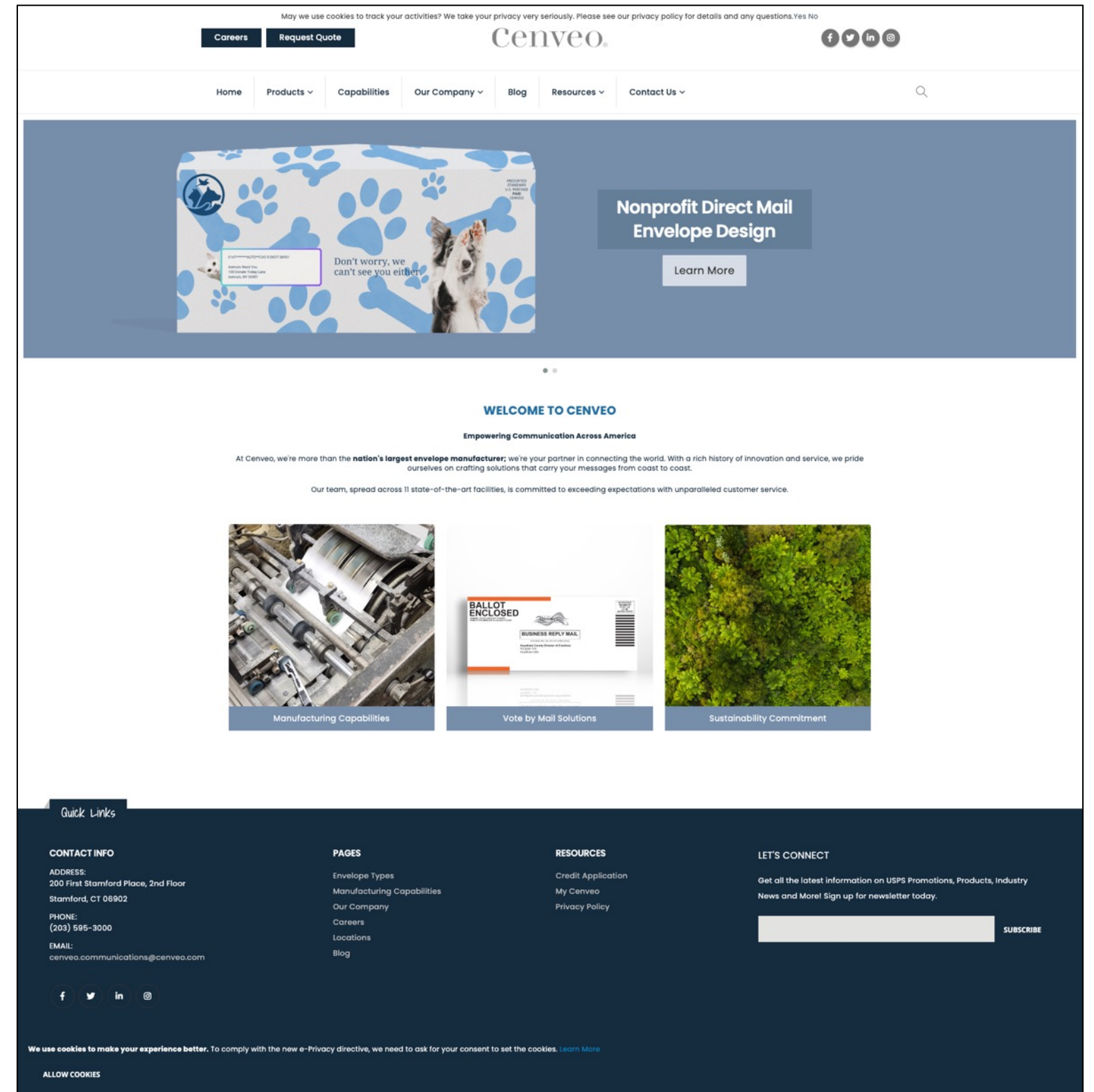
Tension

- Modern, professional, clean approach
- Ingenuity at Work. Envelopes at Work. Tagline/ positioning.
- Blend of equipment and finished product imagery throughout the site. Some video incorporated as well.
- The highlight their international capability with offices in China and Taiwan.
- A well designed, comprehensive website with significant industry information. It looks like they can get the job done.
- Intuitive navigation structure.
- One of the better, more effective sites among competitors



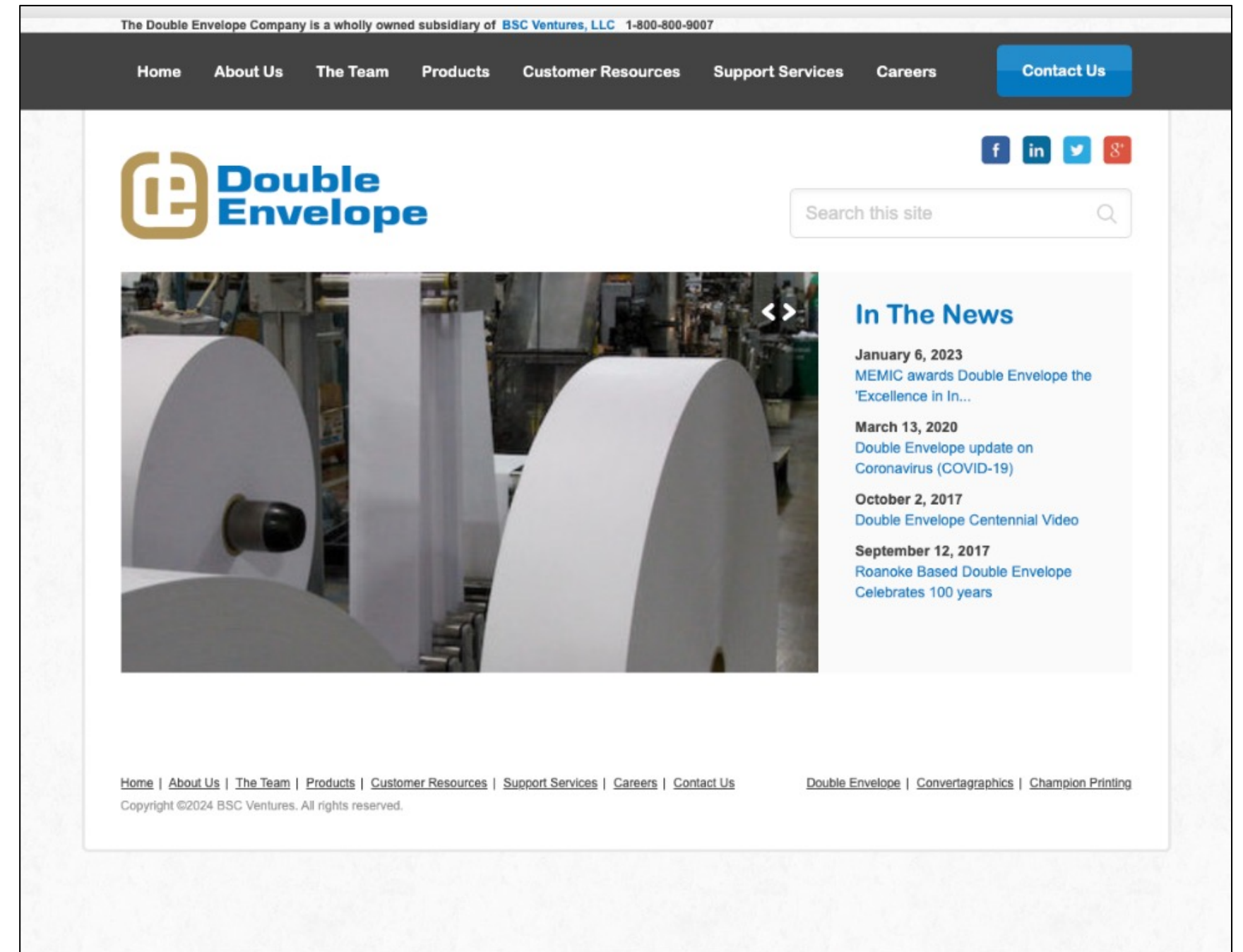
Cenveo

- Older, somewhat dated website. Relatively clean approach.
- Claim to be “the nation's largest envelope manufacturer” in the US.
- Blend of equipment and finished product imagery throughout the site.
- A comprehensive website with significant industry information.
- Site does include a substantial blog section with relevant industry information.
- A decent website among competitors.



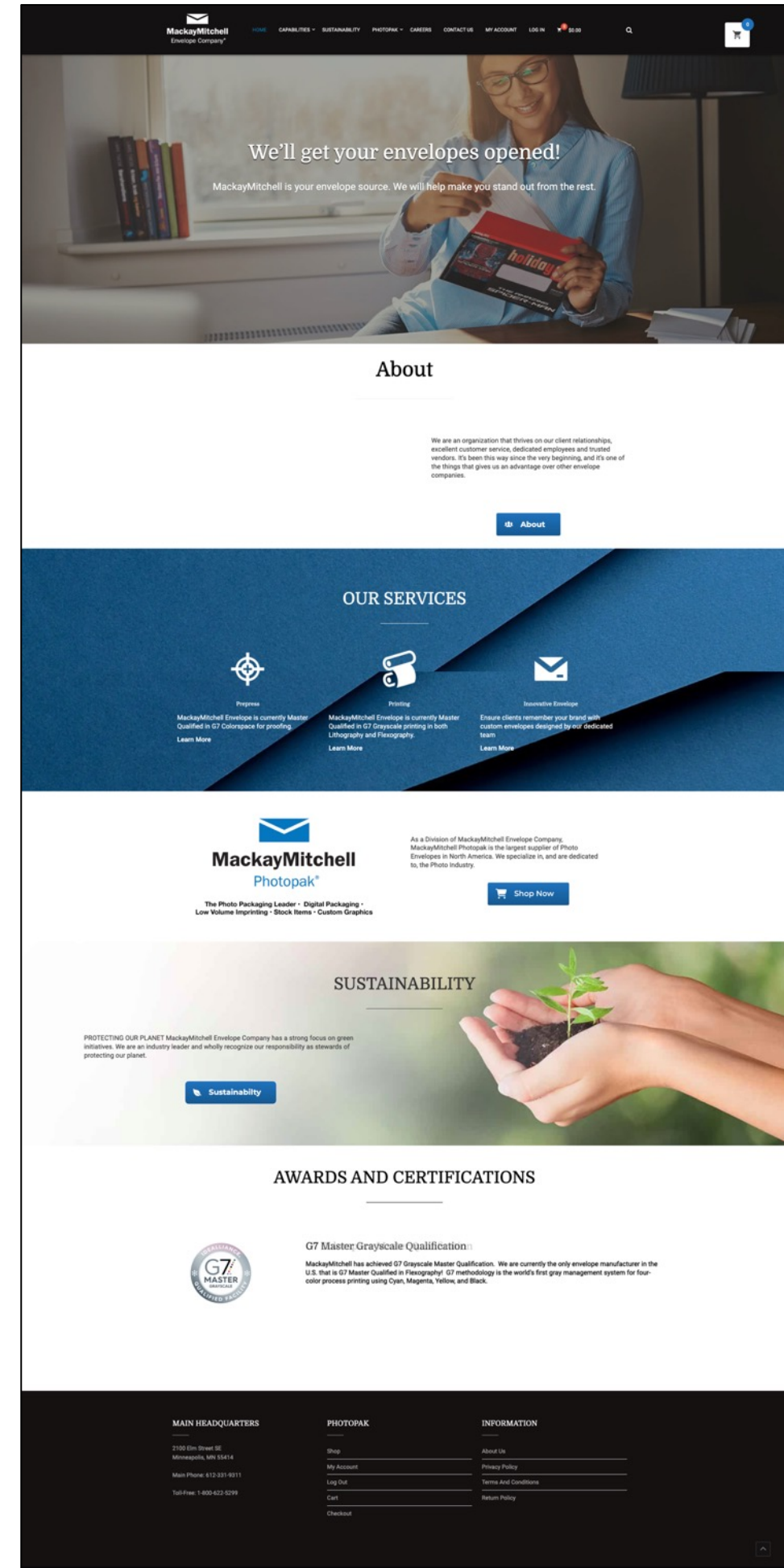
Double Envelope

- Weak, poorly functioning website, that does not instill confidence in their capabilities.
- No tagline, positioning statement or overview on the home page.
- Home page features News which is outdated by more than a year.
- The site includes many pages of information, but they are formatted in a very old template design that appears antiquated.
- An uninspiring website design, that makes the company appear deficient.



MackayMitchell

- Nicely designed and branded website with a humanistic approach.
- “We’ll get your envelopes opened!” tagline, positioning statement and overview on the home page.
- Company specializes in the photo industry with specialty packaging for photographic prints.
- Relatively simple site with minimal pages and information.
- Site includes an e-commerce function.
- A clean presentation of information and branded design.



The background of the slide is a blurred, close-up photograph of an industrial machine, likely an envelope-making press. The machine features various metal components, including a prominent bolt and nut in the lower-left foreground. A red rectangular box is centered on the slide, containing the text "United Envelope About the Company" in white. The overall image conveys a sense of industrial precision and manufacturing.

United Envelope About the Company



United Envelope Background

- United Envelope is one of the largest envelope manufacturers in the country, producing approximately 5 billion envelopes per year.
- For 90+ years United Envelope has built an outstanding reputation for producing high-quality envelopes, for providing superior customer service, and for ensuring on-time delivery.

Target Audiences

- Market segments including financial services, healthcare, non-profit, direct mail agencies, printing trade (letter shops and mail consolidators), and others.
- Diverse target audiences include positions related to procurement (director of procurement, chief procurement officer, etc.), buyers, planners and production managers, purchasing/sourcing, as well as marketing/marketing operations (for direct mail). In some cases, direct mail is in their title (direct mail manager).





What Our Employees Say About The Company

Interviews/Questionnaire Highlights – Strengths

- “Flat organization” meaning that team members are empowered to make decisions quickly to meet customer needs.
- We have 24/7 operations, which means we can handle rush orders better than most- for example, if we get a rush order on a Friday, we can produce it over the weekend and get it to them by Monday
- Very good at quick-turn and rush orders
- Experienced sales and operations team
- Company culture focused on high-level customer service
- We maintain flexibility in operations to accommodate special requests/needs from clients
- Long-term paper supplier relationships that ensure that we always have the paper a customer needs regardless of the paper market
- Dedicated team, knowledgeable team, small management group so decisions can be made quickly.
- A culture of outstanding service and meeting any customer needs.
- A wide variety of products and enhanced flexo printing.
- Responsive, committed to quality, competitive pricing, team approach to meeting our client’s and their customer’s requirements

Interviews/Questionnaire Highlights – Weaknesses/Limitations

- We do not make envelopes for the office products business.
- We do not manufacture or package envelopes for retail sale.
- We do not manufacture die cut or diagonal seam envelopes.
- We do not convert flat sheet litho.
- We are most competitive on larger quantities.
- Plants are located in the north/northeast so it's more difficult to complete in the south and west. There are challenges with freight costs when shipping to locations outside of the Northeast corridor.
- Not being able to do 6 color and no die cutting capabilities.
- Can't do higher-end envelopes (we do offer some finishing/embellishment, paper stock, etc. options, but not what can be done on the highest end.
- We are built for high volume runs, so while we can accommodate lower volume runs for our larger clients, the lower volume doesn't typically suit us if that is all they do.
- It is tough for us to compete on price if we need to ship beyond the Mississippi river for inserting (particularly for transactional envelopes- not as much of an issue for direct mail envelopes)
- Labor force

Interviews/Questionnaire Highlights – Areas for Growth

- Both direct mail and transactional mail for the financial services and non-profit markets are good growth options.
- The greatest growth opportunities remain in direct mail and transactional/statement markets.
- Health Care is a market that we can focus on.
- Insurance, non-profit, financials.
- Regional banks, colleges/universities, and direct response/direct mail agencies.

A person wearing a blue t-shirt and jeans is working on a large, complex industrial machine. The machine has various rollers, gears, and a large black component in the foreground. A semi-transparent red rectangle is overlaid on the center of the image, containing white text. The background is slightly blurred, showing more of the industrial environment.

Transforming the United Envelope Brand

Communication Goals Moving Forward



- Develop a compelling and modern United Envelope website platform which reinforces the value of the brand, promotes our diverse offerings, enables quick and simple access to our services, is optimized for search engine performance, and supports lead-generation initiatives.
- Provide relevant information about our envelope manufacturing expertise, transactional and direct mail product offerings, our sustainability and environmental certifications, superior customer service – and 90+years of experience in varied industry sectors.
- Create an easily navigable, SEO effective, mobile responsive website, which will allow prospects and customers to quickly find desired information.



What is United Envelope?

The underlying theme, consistent throughout everything we do,
that is part of our culture...

United Envelope is an innovative
specialty envelope manufacturer and
high-touch service provider.

Our experienced team, and legacy of 90+ years
of manufacturing and printing expertise enables
us to efficiently manage our customers'
requirements – from the simplest project to the
most complex mailing programs – with
unmatched performance and reliability.

United Envelope Value Prop – Option 1

United Envelope manufactures and prints the highest-quality transactional and direct-mail envelopes for the most demanding and well-regarded brands in the world – from niche businesses to the largest Fortune 500 companies in the market.

We are industry experts with extensive manufacturing experience, state-of-the art equipment, flexible capabilities, 24/7/365 operations, strategic locations, and a proven legacy of 90+ years of success. Our business is committed to sustainability and environmental preservation, and we maintain chain of custody requirements in accordance with FSC, SFI & PEFC standards.

We produce billions of envelopes annually, managing the most complex mail and inventory management programs for our customers – including hundreds of SKUs, paper stock versions, specialty finishing variations, and just-in-time delivery requirements. Customers also benefit from our long-standing paper supplier relationships – ensuring the paper they need is available, regardless of the paper market.

Our team members take pride in providing the most responsive customer service in the industry – and we act as your partner, leveraging our expert capabilities to make certain that your project is manufactured to the highest quality standards and delivered on time, every time.

United Envelope Value Prop – Option 2

United Envelope manufactures the highest-quality envelopes for the most demanding and well-regarded brands in the world – producing billions of envelopes annually, for niche businesses to the largest companies on the planet.

We are industry experts with extensive manufacturing experience, offer quick turnaround, state-of-the art equipment, flexible capabilities, 24/7/365 operations, strategic locations, and a 90+ year legacy of success. Our business is committed to sustainability, and we maintain chain of custody requirements in accordance with FSC, SFI & PEFC standards.

Customers benefit from our long-standing paper supplier relationships – ensuring the paper they need is available, when they need it. We also offer value-add services including complex inventory management programs – managing hundreds of SKUs, paper stock versions, specialty finishing variations, and just-in-time requirements – ensuring on-time delivery for our customers.

Our team members possess decades of relevant experience, are easy to work with and act on your behalf. We are partners that take pride in providing the most responsive customer service in the industry.

Precision envelope manufacturing and unwavering service is our core focus, and we continually work to exceed our customers' evolving requirements. You'll find our envelopes being delivered by the most successful brands in the world today.

United Envelope Value Prop – Option 3 Shortened

United Envelope manufactures the highest-quality envelopes for the most demanding and well-regarded brands in the world.

We are industry experts with state-of-the art equipment, 24/7/365 operations, and a proven legacy of 90+ years of success. We are committed to sustainability and maintain chain of custody requirements in accordance with FSC, SFI & PEFC standards.

We produce billions of envelopes annually, managing the most complex inventory management programs – including hundreds of SKUs, paper stock and specialty finishing versions, and just-in-time delivery requirements. Customers also benefit from our paper supplier relationships – ensuring paper is available, when they need it.

Our seasoned team provides the most responsive customer service in the industry – making certain that your project is manufactured to the highest quality standards and delivered on time, every time.

Aspirational Brand Imprint

What do we want current and prospective customers, and partners to think about us?

That combines who we are and what we do.

That is differentiated.

That will be relevant to all of our audiences.

That we can live up to without changing our culture.

That reinforces, and is not a departure from, the United Envelope brand.

That is enduring.



Notes About Today's Website Design Presentation

- The layouts that we will present today, are NOT fully programmed. The designs are image-based layouts, which are not mobile responsive at this time. There are some layout animations, and these will be enhanced and refined at the coding phase.
- We present 3 distinct home page approaches, 1 interior page layout, and 3 potential messaging platforms/taglines for consideration.
- Preliminary navigation approach is also presented.
- Copy is not final and is directional only.
- These are layouts, and best viewed on a 20" or larger monitor and will not resize automatically.
- Photography is NOT final. We are using stock photography for initial concept development. Images are for reference only and will be refined based upon input and new photography which is schedule to be taken by United Envelope.
- Once a design approach is selected and refined, we will develop fully mobile responsive layouts for review.

Aspirational Brand Imprint



Quality. Delivered.

Aspirational Brand Imprint



Innovation. Delivered.

Aspirational Brand Imprint



Performance. Delivered.

Aspirational Brand Imprint



Envelopes. Delivered.

Aspirational Brand Imprint



Quality. Delivered.
Innovation. Delivered.
Performance. Delivered.
Envelopes. Delivered.

Rationale For “Innovation. Quality. Performance. Envelopes. Delivered.”

- Innovation. Delivered. - Quality. Delivered. - Performance. Delivered. - Envelopes. Delivered.
 - It's what we do. We deliver innovative ideas and printing solutions, superior-quality printing services, high-performance customer service, and the finished envelopes that our customers need to operate their businesses.
 - Defines our expertise in envelope manufacturing and our commitment to future innovation.
 - We provide “exceptional quality and performance” in our manufacturing processes, customer service and finished products.
 - Will appeal to current customers, who are already aware of expertise in envelope manufacturing.
 - It's a play on words – we deliver value, we deliver the envelopes that our clients need, and our clients deliver the envelopes to their customers – we always deliver.
- It's aspirational – business prospects and customers will appreciate.
 - As we reposition the brand, it helps us to explain our expertise to audiences within our industry.
 - It's what you're already doing, but not in a forward-facing or public approach. It's a significant value proposition.
- It's a promise, that we must live up to.

Alternative Aspirational Brand Imprint



Quality, Service, Expertise. **Delivered.**

Rationale For “Quality, Service, Expertise. Delivered.”

- Quality, Service, Expertise. Delivered.” – It’s what we do!
- Similar to the previous positioning statement, we deliver superior-quality printing services, exceptional customer service, and provide the the industry expertise that helps our customers operate their businesses more efficiently.
 - Defines our expertise in envelope manufacturing and our commitment to future innovation.
 - We provide “exceptional quality” in our manufacturing processes, customer service and finished products.
 - Will appeal to current customers, who are already aware of expertise in envelope manufacturing.
 - It’s a play on words – we deliver value, we deliver the envelopes that our clients need, and our clients deliver the envelopes to their customers – we always deliver.
- It’s aspirational – business prospects and customers will appreciate.
 - As we reposition the brand, it helps us to explain our expertise to audiences within our industry.
 - It’s what you’re already doing, but not in a forward-facing or public approach. It’s a significant value proposition.
- It’s a promise, that we must live up to.

Alternative Aspirational Brand Imprint



Excellence in Every Envelope

Rationale For “Excellence in Every Envelope”

- Excellence in Every Envelope – It’s what we do!
- We deliver excellent quality finished product, excellent customer service, and exceptional industry expertise that helps our customers operate their businesses more efficiently.
 - Defines our excellence in envelope manufacturing and our commitment to future innovation.
 - We provide “excellence” in our manufacturing processes, customer service and finished products.
 - It’s an alliteration and a play on words that’s easy to remember – we provide excellence in every envelope that we deliver – on time, every time.
- It’s aspirational – business prospects and customers will appreciate.
 - As we reposition the brand, it helps us to explain the excellent quality, service and performance that we deliver.
 - It’s what you’re already doing, but not in a forward-facing or public approach. It’s a significant value proposition.
- It’s a promise, that we must live up to.

Alternative Aspirational Brand Imprint



Driven to Deliver. On Time. Every Time.

Rationale For “Driven to Deliver. On Time. Every Time.”

- Driven to Deliver. On Time. Every Time. – It’s what we do!
- We are driven to perform for our customers, and we’ll go above and beyond to make it happen.
- We are driven to provide excellent customer service, exceptional quality envelopes and to ensure that our customer’s deadlines are met on time, every time.
 - Defines our focus and commitment to customer.
 - Defines our commitment and consistency to delivering on time.
- It’s aspirational – business prospects and customers will appreciate.
 - As we reposition the brand, it helps us to explain our commitment to service, performance and deadlines.
 - It’s what you’re already doing, but not in a forward-facing or public approach. It’s a significant value proposition.
- It’s a promise, that we must live up to.

United Envelope Core Values

Our Core Values drive us in our work every day – to deliver for our customers.

INNOVATION

We are dedicated to improving our customers' businesses by providing innovative printing solutions and extensive knowledge of postal requirements and programs that save them time, resources and money through our deep industry expertise.

PERFORMANCE / SERVICE

Customers know that they can count on us for the products they need, exactly when they need them. We'll go above and beyond to meet client deadlines and find a way to deliver for our customers. Our customer service performance is the best in the industry, and we must live up to that every day.

QUALITY

We are committed to producing the highest quality finished products available. With a singular focus on envelope manufacturing, we leverage our expertise in paper sourcing, production and inventory management to deliver the highest quality products, on time, every time.

EXPERTISE / INTEGRITY

Our leadership team, sales team and customer service representatives possess deep industry experience which we leverage to the benefit of our customers. Everyone at United Envelope, from pressmen to president act with the utmost integrity, every day.

United Envelop Brand Personality, Tone and Voice

The tone of United Envelope communications should reflect the core values of innovation, quality, service, and expertise/integrity.

Copy must balance the professionalism of an innovative manufacturing company with the high-touch service and dedication that United Envelope provides to their customers.

Communications should reflect a tone that is:

- Knowledgeable
- Straightforward
- Confident
- Reliable
- Innovative
- Technologically Savvy
- Customer-focused
- Dedicated
- Committed to doing whatever it takes to get the job done
- Compassionate
- Personal
- Trustworthy

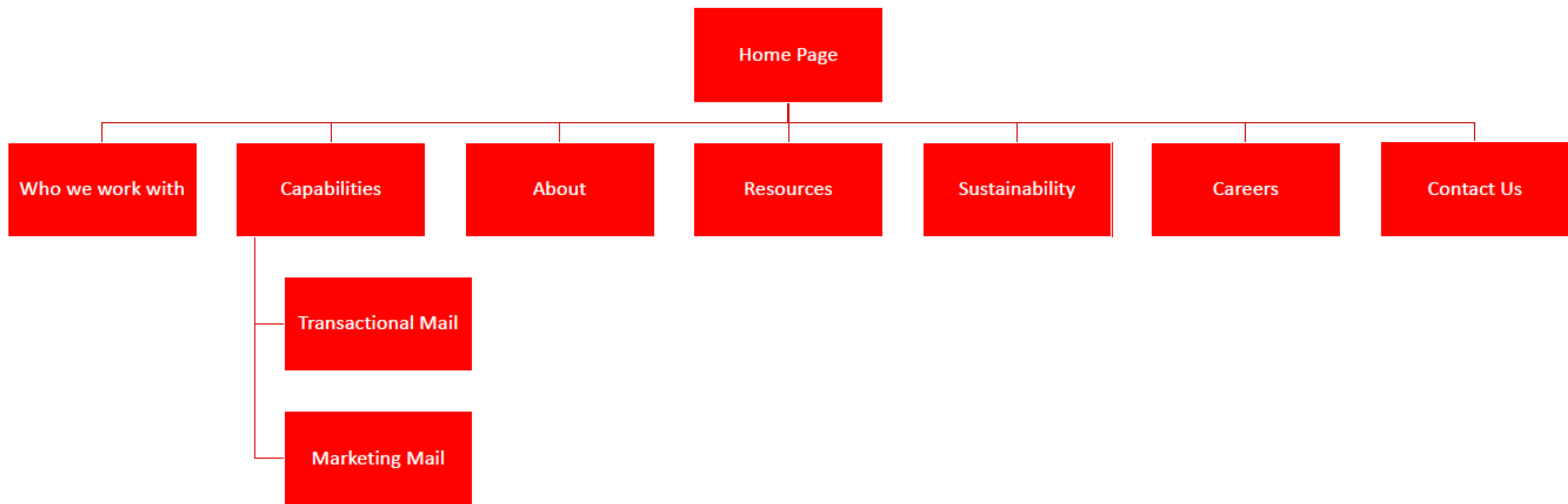
Other Potential Positioning / Taglines We Considered

- Driven to Deliver. On Time. Every Time.
- Driven to Deliver. Service, Quality, Performance.
- Delivered – On Time. On Budget.
- Driven. To Perform.
- Driven to Serve.
- Above and Beyond.
- Driven. Dedicated. Delivering Innovative Solutions
- Driven. Dedicated. Delivered.
- We Deliver More. For You.
- We Get It Done Right. On Time. Every Time.
- Done Right. On Time. Every Time.
- Flexibility is at the Core of Everything we do.
- Delivering Service, Performance, Quality.
- Service, Performance, Quality – Delivered.
- Count On Us to Deliver for You.
- Committed to Deliver – Service, Quality, Performance.
- Committed to Service, Quality, and Flexibility.
- Dedication to Customer, Service and Performance
- Unparalleled Customer Service, Performance and Quality
- Resolute – In Service, Quality and Flexibility
- Responsive. Reliable. Resourceful – Your Trusted Partner
- Fast, Flexible, Reliable Envelope Solutions
- Superior Service, Unmatched Quality
- 24/7 Envelope Printing, On Time Every Time
- Tailored Solutions for Every Envelope Need
- Simplifying Envelope Printing, Maximizing Results
- Quick Turnarounds, Exceptional Quality
- Precision Printing, Reliable Delivery
- Trusted Envelope Partner for Over 90 Years
- 90+ Years of Vision and Innovation – Envelopes Crafted with Expertise and Care
- From Simple Orders to Complex Solutions – We Deliver, On Time, Every Time
- Your Envelope Experts – Superior Quality, Unmatched Flexibility
- Innovative Envelope Solutions – Exactly When, Where, and How You Need Them
- Innovative Envelope Solutions – When and Where You Need Them
- Experience, Flexibility, Results – Envelopes That Impress
- Beyond Printing – Partnering with You to Create Solutions That Work
- Sustainability Meets Service – Performance You Can Trust
- Precision in Every Print – Because Your Message Matters
- Envelopes That Do More – Quality, Service, and Sustainability in Every Fold
- Excellence in Every Envelope – Customer-Focused Solutions
- Innovative Envelope Solutions – When Vision Meets Precision, We Deliver

A large industrial printing press is shown in operation. A long, continuous sheet of paper is being processed, featuring a vibrant, multi-colored wavy pattern in shades of blue, yellow, red, and green. The machine's complex mechanical components, including rollers and guides, are visible along the length of the press. A red rectangular overlay is positioned in the center of the image, containing white text. The background is slightly blurred, emphasizing the machine and the colorful paper.

Re-energizing the United Envelope Web Platform

New United Envelope Website Page Map

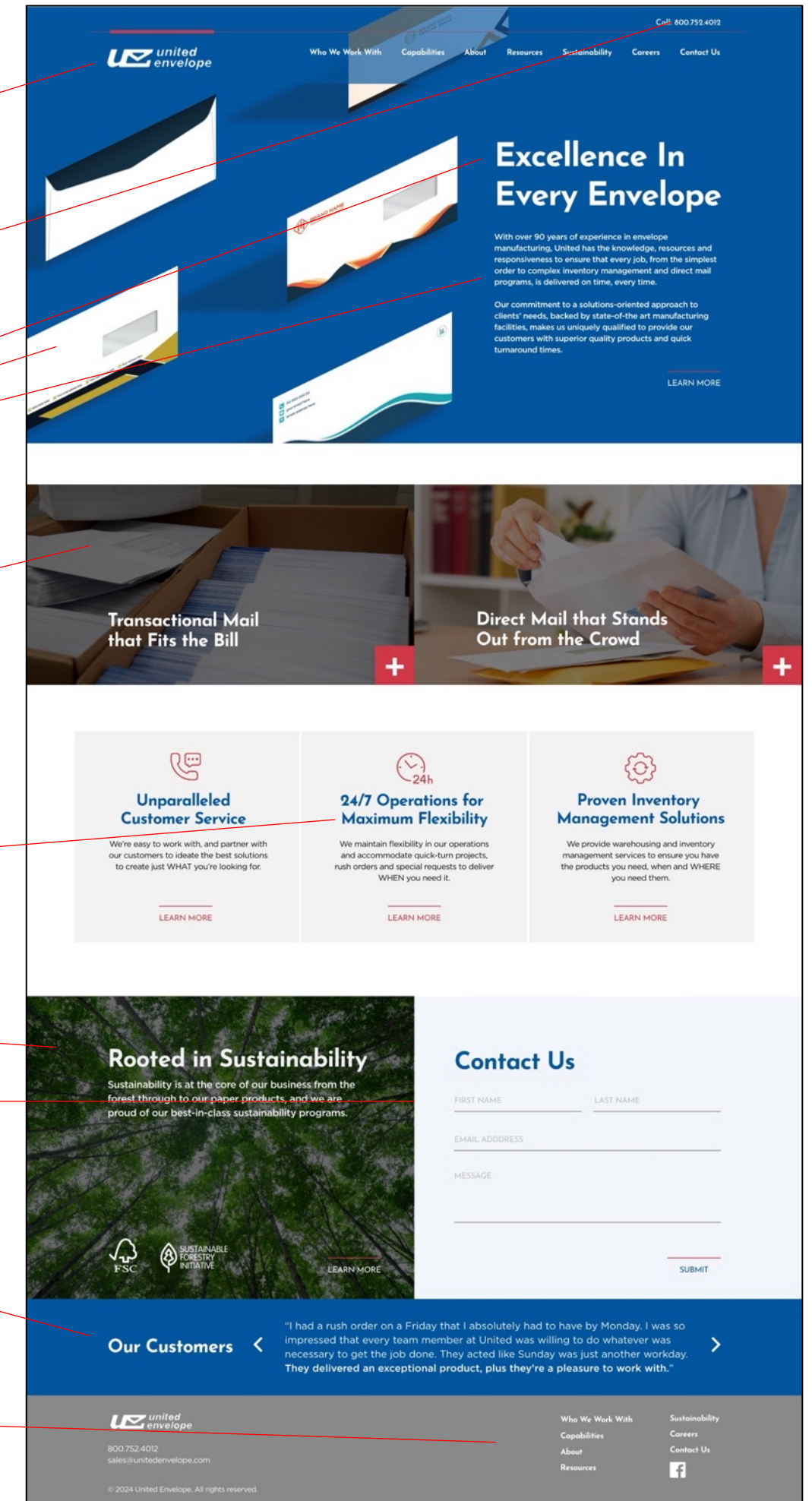




Website Design Presentation

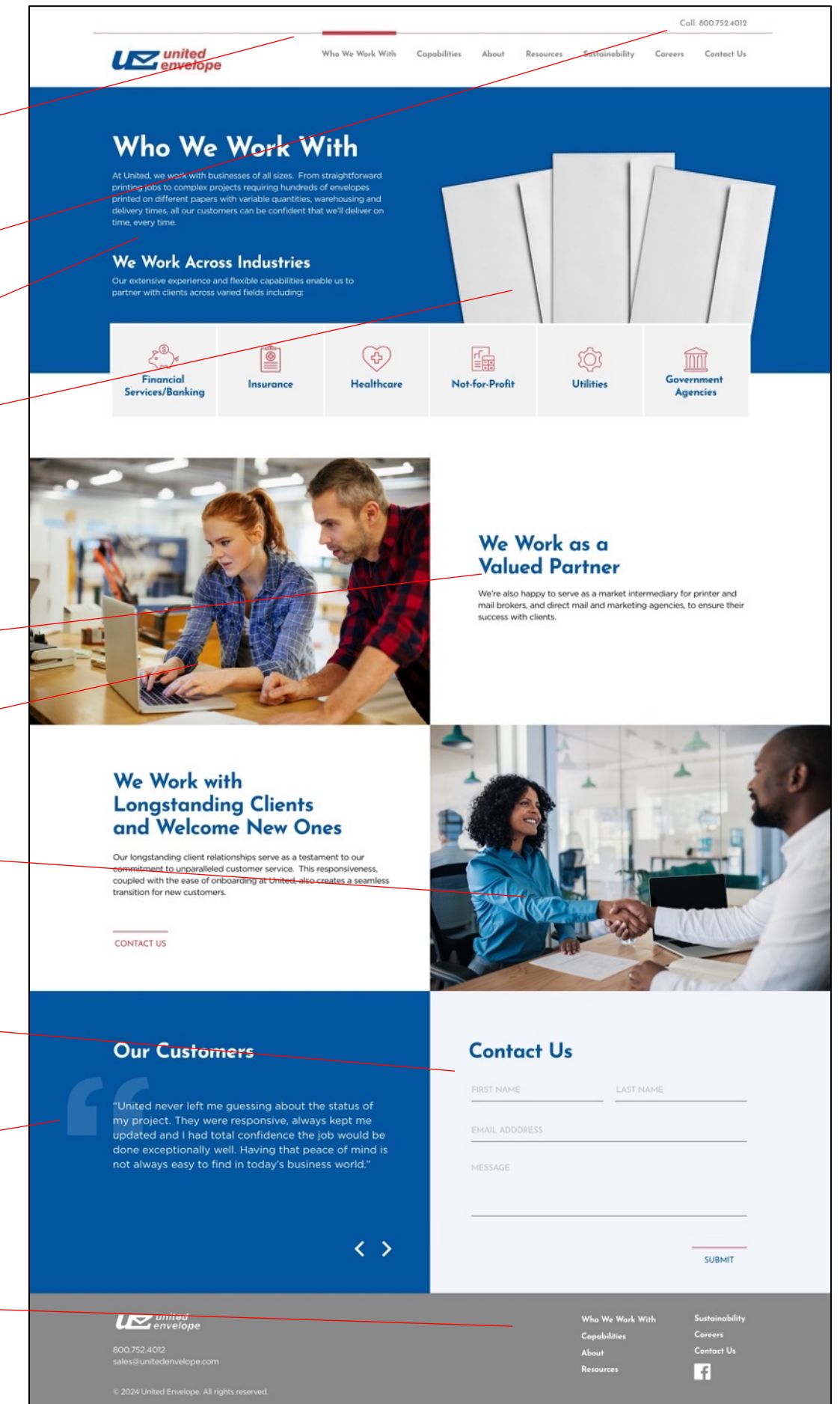
Concept 1 – Home Page Layout:

- Modern, clean, anchored navigation structure with drop down access for simplified user experience.
- Phone number highlighted for customer access.
- Modern brand messaging, with supporting high-quality images of our product, and overview of our company value.
- Feature area highlights our expertise in transactional and marketing product offerings with hover controller function.
- Three graphic subsections highlight our brand pillars – exceptional customer service, 24/7 operations, and our inventory management expertise
- Highlight our commitment to environmental sustainability.
- Include a branded contact form and call-to-action on all pages to support business development initiative.
- Customer testimonials throughout the website act as proof points to our exceptional customer service and high-quality manufacturing capabilities.
- Modern footer navigation to support quick page access.



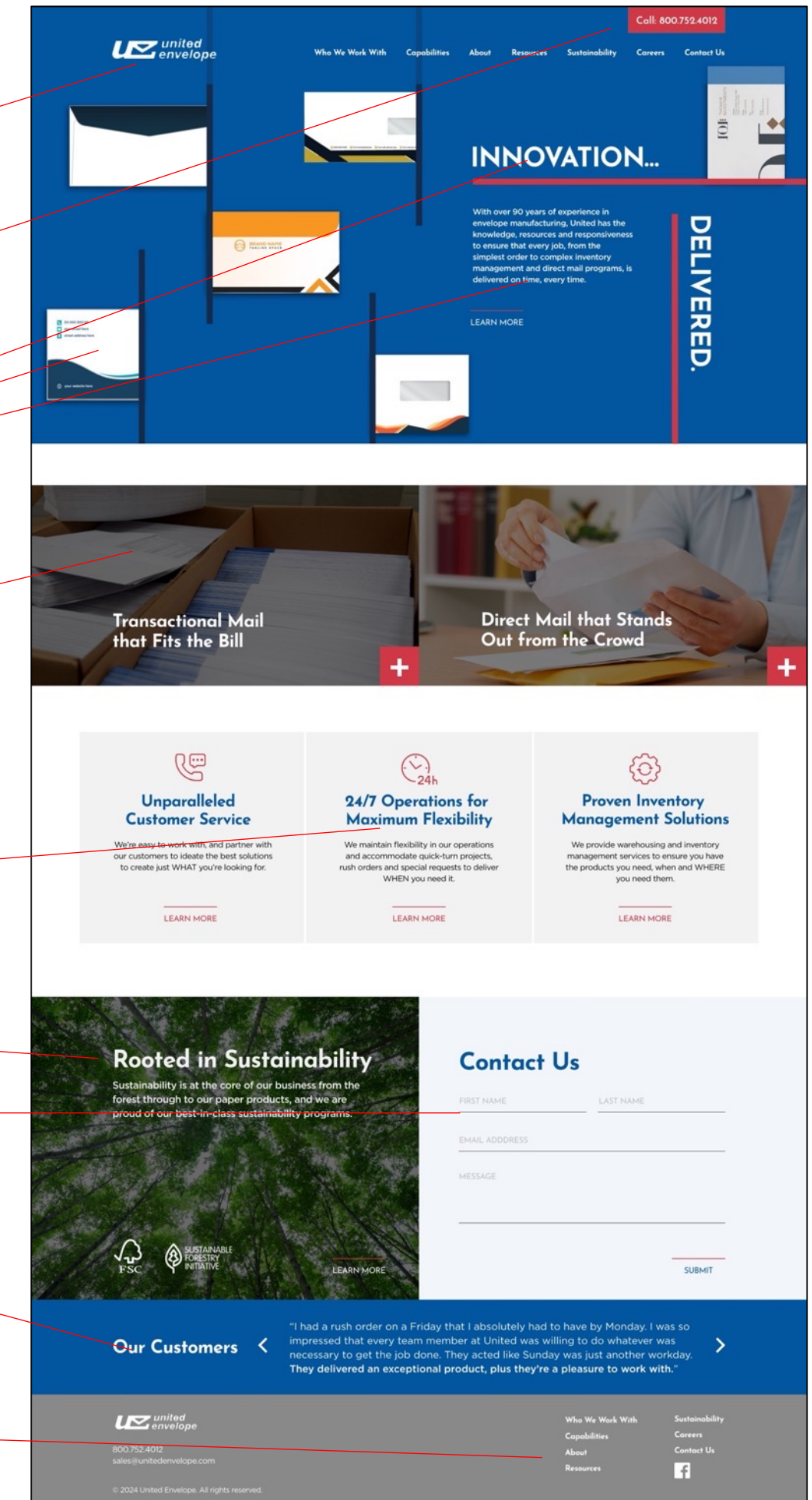
Concept 1 – Interior Page Layout:

- Modern, clean, anchored navigation structure red highlight rule current page, for improved user experience.
- Phone number highlighted for customer access.
- Modern brand messaging, with supporting high-quality images of our product, and overview of our company value.
- Simple, concise messaging supports our capabilities, engages the visitor and encourages them to contact us.
- We recommend the inclusion of “real” United Envelope employees working your facilities to make it authentic.
- Include a branded contact form and call-to-action on all pages to support business development initiative.
- Customer testimonials throughout the website act as proof points to our exceptional customer service and high-quality manufacturing capabilities.
- Modern footer navigation to support quick page access.



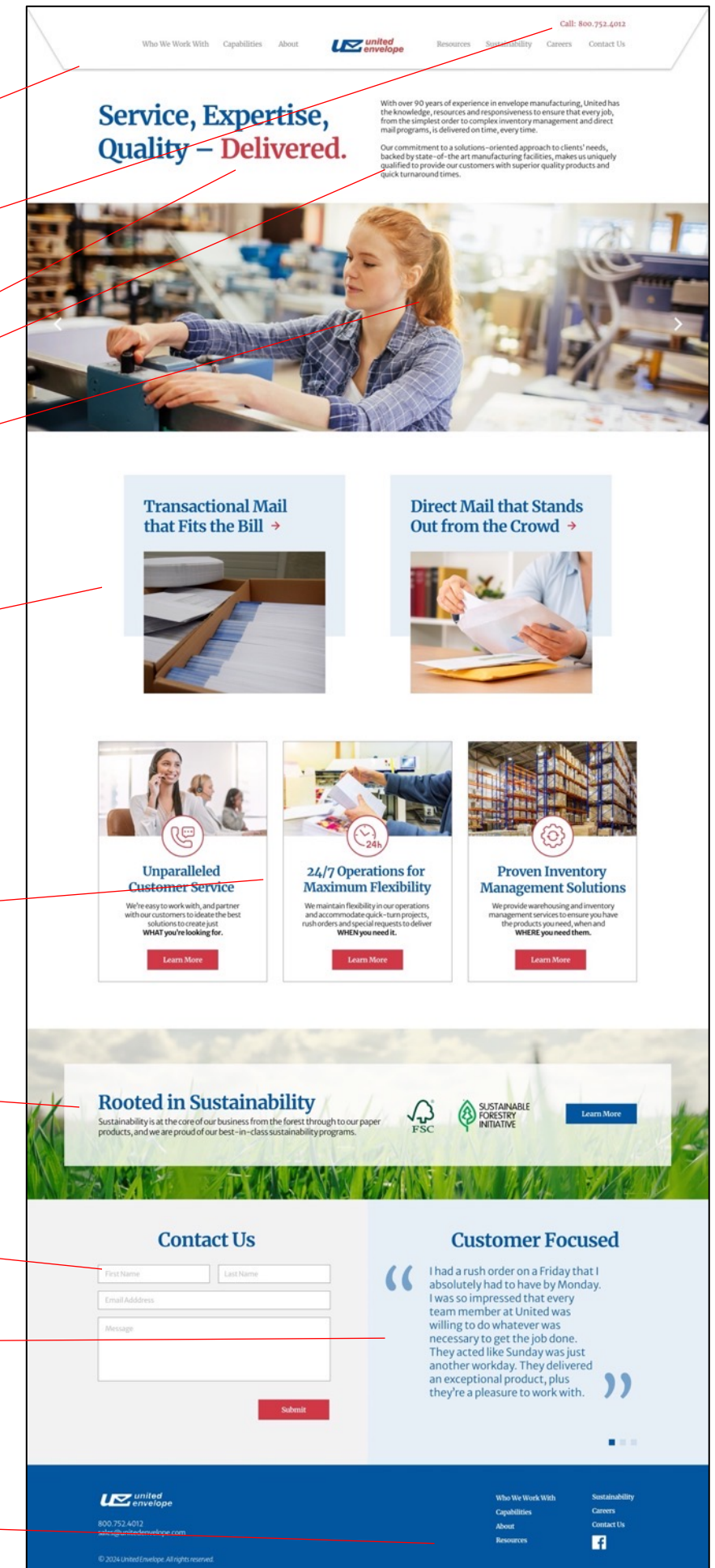
Concept 2 – Home Page Layout:

- Modern, clean, anchored navigation structure with drop down access for simplified user experience.
- Phone number highlighted for customer access.
- Modern brand messaging, with supporting high-quality images of our product, and overview of our company value.
- Feature area highlights our expertise in transactional and marketing product offerings with hover controller function.
- Three graphic subsections highlight our brand pillars – exceptional customer service, 24/7 operations, and our inventory management expertise
- Highlight our commitment to environmental sustainability.
- Include a branded contact form and call-to-action on all pages to support business development initiative.
- Customer testimonials throughout the website act as proof points to our exceptional customer service and high-quality manufacturing capabilities.
- Modern footer navigation to support quick page access.



Concept 3 – Home Page Layout:

- Modern, graphic envelope tab, anchored navigation structure with drop down access for simplified user experience.
- Phone number highlighted for customer access.
- Modern brand messaging, with rotating high-quality images of our product and people, and overview of our company value.
- Feature area highlights our expertise in transactional and marketing product offerings with hover controller function.
- Three graphic subsections highlight our brand pillars – exceptional customer service, 24/7 operations, and our inventory management expertise
- Highlight our commitment to environmental sustainability and certifications.
- Include a branded contact form and call-to-action on all pages to support business development initiative.
- Customer testimonials throughout the website act as proof points to our exceptional customer service and high-quality manufacturing capabilities.
- Modern footer navigation to support quick page access.



Next Steps

- Website layouts and PPT presentation can be accessed: <https://unitedenvelope.sfamarketing.com>
- United Envelope – Provide approval or comments regarding website layout options.
- United Envelope – Provide approval or comments about page map structure.
- United Envelope – Provide approval or comments regarding positioning and messaging approach.
- United Envelope – Confirm photography shot list.
- United Envelope – Location photography shoot at United Envelope facilities.
- SFA – Revise website layouts based upon United Envelope input.
- SFA – Writing and copy content refinement for the website.
- SFA – Commence with preliminary HTML responsive coding development once design is approved.
- SFA – Commence full website programming upon preliminary HTML approval.

Thank You!



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