

# DigiCOPY

## Dialogue-4 Customers

Our Mission -  
To Serve

dcopy.net

Qtr 2-May 2018

## Mailing Services Made Easy



Direct mail is a powerful tool. At DigiCOPY, we have years of experience in helping customers advance their campaigns and promotions through direct mail marketing. And we're constantly adding new technology and equipment to provide the most effective output.

### HOW DOES IT WORK?

**1. Identify your mailing type** (First Class, Standard Bulk, Every Door Direct Mail). We have tools to handle your entire mailing project from start to finish. We first work with you to define the mailing type that will work best for your project.

**2. List verification.** You provide us with your mailing list and any variable information to be printed on your mailing piece. You have the option to include custom text AND images to better target your audience. We then verify your addresses, NCOA certify and presort. Our software can eliminate duplicate addresses, provide geocoding information and output a list of address changes from your list.

**3. Production.** We print your mail pieces, assemble and prep them for mailing. Your postage can be printed directly on your mail pieces for a professional finished product.

**4. Delivery & postage.** We take care of delivering your mailing to the post office for distribution. We give you the option to use our postal permit or use your own. You also have the option to provide a postage check we can deliver along with your mail pieces.

No project is too big or too small. Whether it's a 'save the date' postcard or monthly billing statements, we're equipped to handle any mailing project regardless of quantity.



## Food Collection in DigiCOPY Stores

Hunger does not end with the holidays. In that spirit, DigiCOPY co-workers are collecting non-perishable food items in all of our stores. We are partnering with Feeding America, Feed My People, and Hunger Task Force to collect food to battle hunger year-round in the communities where we work and live. Thanks, in advance, for your generosity. Stop by a DigiCOPY store today with your non-perishable food donations.

## “Like Us” on Facebook

Please take a moment to “like” DigiCOPY on Facebook to receive information on special offers, promotions, track company activities, co-workers in the community and other information. Share our page with colleagues and other Facebook friends.



## E-Store is “Easy”

The DigiCOPY E-store is a one-stop shop for business cards, letterhead, invites, posters, banners, signs, canvas prints...almost anything you can imagine printing on.

You can select one of any number of designs, or upload your own artwork. Pricing calculators with all items... “check out” and you are on your way.

The lightning quick turnaround time DigiCOPY is known for, all from the comfort of your home or office computer. Go to [estore.dcopy.net](http://estore.dcopy.net)

## Custom Printed Products & Apparel

The Advertising Specialty Institute reports:

- Consumers are nearly 2.5x more likely to have a positive opinion of promotional products compared to internet advertising
- U.S. consumers report owning an average of 9.8 promotional products...midwesterners own the most promotional products on average (11).



(see “Custom” on pg. 3)

# My Best Time For A Marathon



**Rob Otte**

Rob Otte is a trainer, speaker, writer and coach. You may contact Rob at [otte.rob@gmail.com](mailto:otte.rob@gmail.com).

The marathon. A 26.2-mile journey that rightfully summons up visions of endurance and accomplishment. The world's fastest runners complete this trek in just over two hours. I completed a marathon last week. It wasn't my first. It was my third. I walked most of it, and ran a little of it. The first one took about seven and a half hours. The second one took just over six hours.

The one I did last week was my best time ever. It took me **seven days**. That's right. It took me a full week to complete. And I consider it my best time for a marathon. Why is that my best time? Because it's an accomplishment I can repeat again and again, if I want to. I can do a marathon every week, if I put my mind to it. Had you asked me a few weeks ago if I could do a marathon every week I would have thought, "No, I don't want to put the time in for training. Marathons make me sore, and I hobble around for days. It's everything I can do to complete one marathon. There's no way I can do one a week." I would have had a pretty negative conversation with myself.

I thought more clearly about it, and realized I was looking at the task as a great big one, and was intimidated by the prospect of it. So I asked myself, "How about I break this big challenge up into more manageable

segments that I know I can accomplish? How about I commit to walking every day or so, with the objective of reaching 26.2 miles in a week?" That's about 3.75 miles a day, or about an hour of walking at reasonable pace, for me, each day.



Then a thought crept in my mind, that other people might say, "Well, that doesn't count. That's not a real marathon. You can't take credit for that." More bad conversation with myself. I thought more clearly about it, and realized if I let that kind of thinking stop me, I would be letting other people define what success means for me.

Then I went out and did a marathon that took me seven days. I kept my goal in mind. I stuck to my plan and kept track of my progress. I did a little more some days and a little less other days.

Along the way, I learned a few lessons I can apply more broadly:

- Think clearly and have positive conversations with yourself.
- Identify a goal. Having a specific goal helps you stay on track.
- Break the big projects down into manageable segments. Make steady progress on what you want to accomplish.
- Keep track of your progress and assess how you're doing with your goal.
- Make adjustments to your plan as needed. Take a day off if you want to.
- Define success on your own terms rather than letting others tell you what is or is not good.
- Celebrate your accomplishments – along the way and when you complete a goal. Give yourself credit.



Ask yourself this week: Am I holding myself back by seeing goals or things I want to accomplish as huge projects that I won't be able to complete? Am I having good, positive conversations with myself, or am I having negative, harmful conversations?

Where can I make small and steady progress towards accomplishing an important goal? How will I measure my progress, and how will I celebrate my success along the way? Do I let others define my success, or do I define success based on my vision for me?

Do I have a vision for me?

## Re-Invest in Your Community



DigiCOPY was a proud sponsor of Kinky Boots at The Grand Theater in Wausau on May 2nd. As part of the promotion, the actual Kinky Boots made their way around Wausau...and VP of Marketing Brant Bergeron had the honor to don the pair at the store, pictured above with Wausau co-workers Mainu, Ryan and Treed.

See the entire video at <https://www.facebook.com/TheGrandWausau/>

# Wide World of DigiCOPY

## New Flatbed Printer Installed

The Océ Arizona 318 flatbed printer has been installed at the DigiCOPY Eau Claire location, serving customers across the DigiCOPY footprint - throughout Wisconsin and the Midwest. "The Arizona flatbed printer features printing direct to substrates/media, like foam core, which is a first for DigiCOPY," said Eau Claire store manager Mike Gilles. "The printer also includes a roll media option for printing of banners and adhesives. The print is UV cured providing durable, long-term, outdoor use - perfect for point of purchase displays and outdoor signage," he adds. Contact your account rep to learn more. Digital Design Specialist Erich Seipel (right) and Account Rep Pat Thoney show the first job off the flatbed printer in late April.



## Grand Re-Opening in Stevens Point



Thanks to everyone who attended the grand re-opening/open house at the Stevens Point DigiCOPY store on April 26th. A special thanks to the Portage County Business Council Ambassadors for their help with the ribbon cutting and to Stevens Point Brewing Company for the donated Point beverages.

DigiCOPY co-workers, including President & CEO Craig Shuler (above) and store manager Nicky Brillowski cut the ribbon to the newly remodeled store. PCBC Ambassador Pete Theisen also presented Shuler with a special ambassador commendation for the company's charity work in the community.



## Custom (cont)

(from pg. 1)

At DigiCOPY, we are here to help you find products to promote your business, your brand and your mission.

- Coffee Mugs & Tumblers
- Water Bottles
- Writing Instruments
- T-shirts, Hats, Golf Shirts
- USB Drives
- Bags & Blankets
- Flashlights & Umbrellas
- Magnets and Much More!

Contact Director of Inside Sales, **Nikki Lehmann**, for more information on the wide array of promotional products we can introduce you to. E-mail Nikki at [lehmann@dcopy.net](mailto:lehmann@dcopy.net) or call **715-213-8261**.

DigiCOPY is a licensed vendor of promo products through ASI, the Advertising Specialty Institute, the industry's largest membership organization offering media, technology, marketing and education to help cultivate success and community.

## Wisconsin Printing Paper For Sale In-Store

In an effort to promote Wisconsin printing papers, Domtar papers and Neenah papers are now available for retail sale in DigiCOPY stores across Wisconsin. White printing papers (Cougar & Husky brands) are available by the ream or by the case, and pastel, bright and premium papers (Earth Choice, AstroBright & Royal Sundance) are available by the fifty-sheet pack.



"DigiCOPY is one of the premier digital printers in the state of Wisconsin, and we know paper," said Craig Shuler, DigiCOPY President/CEO. "So, why not sell the same high-quality Wisconsin paper in our stores that we use for customer printing projects?" he added.

"We only partner with companies that are Forest Stewardship Council (FSC) certified, like Domtar in Rothschild and Neenah Paper," Shuler said. "Domtar, Neenah Paper and DigiCOPY are committed to the responsible use of paper and committed to communicating paper's place and value to the businesses and people that use paper products every day," he added.

"From a retail perspective, it's a 'no brainer' for us," said Brant Bergeron, DigiCOPY VP of Marketing & Communications. "We realize paper is a sustainable, renewable, recyclable, plant-based product connecting us in so many ways to the important things in life. Great ideas are started on paper. The world is educated on paper. Businesses are founded on paper. Love is professed on paper. 'Paper is good...pass it on!' and 'Buy local, buy Wisconsin' are the messages we want to communicate to the customers and the communities we serve," he added.

## Our Mission: To Serve

### Our Philosophy:

#### Customers

We strive to build long-term relationships with each of our customers. Together, we will provide the highest quality document solutions, employing digital technology and the dedicated, solution-oriented attitudes of co-workers.

#### Co-Workers

Each of our co-workers is a valuable member of the DigiCOPY family. We appreciate their opinions, and recognize their hard work. We value independent thinking and teamwork; and foster a flexible environment where creativity is rewarded.

#### Community

We acknowledge the invaluable relationships we form with our communities, customers, co-workers and suppliers. We will play a vital role within each community we serve, providing career opportunities and unique services.

## In This Issue:

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Re-Investing In Our Communities

Custom Printed Products & Apparel

New Column: My Best Marathon

**25% off the printing portion of your next mailing project.**

**Contact your account rep today! Offer valid through June 30, 2018**

### Your DigiCOPY Acct Rep

Questions about DigiCOPY and/or the solutions we provide?

Contact your account representative today!

<<SalesRep>>

<<SalesRepEmail>>

<<SalesRepPhone>>

Updates to our mailing list based on incorrect info above? Contact Brant Bergeron at [bergeron@dcopy.net](mailto:bergeron@dcopy.net) or 715-347-2736. If you no longer wish to receive this publication, contact Brant Bergeron as well.

### Here's what our customers are saying:

*"I appreciate your help and your efforts to work with us in a timely manner this year. I am so grateful for your help and support! By the experience we have had this year, I look forward to working with you again next year."*

*"My husband ran a printing business for years and I think you run yours the way he ran his. Excellent customer service, fast turnaround and reasonable prices – always with a smile; sometimes even laughter."*

*"We have been very satisfied with our products! DigiCOPY has always been very speedy when completing orders. Everyone has always been very professional and polite. I would refer my people to DigiCOPY, for sure! Continue to be awesome!"*

*"Great prices, great timing, great service. I will always chose DigiCOPY."*



### 8 locations to serve you...

**Eau Claire** (715) 552-3444  
[eauclaire@dcopy.net](mailto:eauclaire@dcopy.net)

**Wausau** (715) 849-2679  
[wausau@dcopy.net](mailto:wausau@dcopy.net)

**Milwaukee** Van Buren (414) 283-2679  
[milwaukee@dcopy.net](mailto:milwaukee@dcopy.net)

**Green Bay** (920) 857-2208  
[greenbay@dcopy.net](mailto:greenbay@dcopy.net)

**Stevens Point** (715) 295-9606  
[stevenspoint@dcopy.net](mailto:stevenspoint@dcopy.net)

**Erie/3rd Ward** (414) 291-4050  
[milwaukee\\_erie@dcopy.net](mailto:milwaukee_erie@dcopy.net)

**La Crosse** (608) 782-4355  
[lacrosse@dcopy.net](mailto:lacrosse@dcopy.net)

**US Bank** (414) 765-2379  
[milwaukee\\_usbank@dcopy.net](mailto:milwaukee_usbank@dcopy.net)