

3 SIGMA MAILLABELS

In today's business world, customers want service and solutions. Success in the roll label marketplace takes agility and innovation.

3 Sigma MailLabels are approved by the United States Postal Service for use on the OUTSIDE of direct mail envelopes or cards. Affix MailLabels to the outside of your customer's direct mail piece and watch your response rates grow.

50# Yellow, White or Blue with REP-10 adhesive and a 40# SCK liner are available in 3 finished web widths (6.5", 10", 13") to fit your capabilities.

The USPS specifies that the finished labels must be 3" x 3" with $\frac{3}{4}$ " of adhesive along one edge only and must be machine applied to the specified area of the mailer. For complete information and specifications on the usage of USPS RPN's (repositionable notes), go to the US Postal Service Website at www.usps.com and search for DMM (Domestic Mail Manual). Once reaching this page, search for RPN and you will find the current guidelines under section 710.

Why buy MailLabels:

- Improve response rates by up to 45% **
- Improve Open and Read rates
- Captures the attention of customers
- Enables you to offer a reminder note for later reference.

*Note: The USPS has very specific guidelines regarding materials, adhesives, application and approved vendors. We recommend reviewing this information online or contact 3 Sigma regarding specifications. ** Please see USPS website for response rate improvement details and additional success stories.*

About 3 Sigma

Established in 1980, 3 Sigma is a fast-growing innovator of specialty top coatings and pressure sensitive adhesive coated products. Our solvent, emulsion, and hot melt technology expertise inside our 85,000 sq ft plant in Ohio provide a wide range of potential solution options. Our flexibility, creativity, market experience and unique product commercialization approach enables us to create higher margin, innovative products for our customers helping them to capture market opportunities, reduce waste, production costs and increase output.

