



## News Release

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**Solar Communications® launches a high-impact, cost-effective alternative to the envelope.**

*EnvYwraps™ promise direct marketers differentiation in the mailbox*

**Naperville, IL — August 15, 2002 —** Solar Communications, a multi-national marketing solutions provider of print, production and lettershop services, today announced EnvYwraps, a proven response vehicle to help direct marketers differentiate their campaigns in consumer mailboxes.

EnvYwraps use durable, laminated paper poly material that can be printed in a variety of colors with a multitude of design options, resulting in visually appealing campaigns that generate greater response.

Additionally, Solar Communications is excited to announce that EnvYwraps are cost-effective, and competitive in price when compared to the standard envelope, giving marketers a viable and exciting alternative for targeted mailbox appeal. Bringing a paper poly material to a competitive level with standard envelopes is a result of a recent (and proprietary) Solar Communications' production break through.

"Cost-effective mailbox differentiation is the primary benefit of EnvYwraps" comments Frank C. Hudetz, Chairman/CEO, Solar Communications. "In fact, one of our largest mailers recently tested it against a standard envelope mailing and reported over a 20% lift in response."

Marketers can use the valuable real estate on the EnvYwrap to deliver additional, high-impact incentives and messages, for enhanced targeting.

Using Solar Communications' proprietary packaging technologies, EnvYwraps are also tamper resistant - heat-sealed at over 250 degrees, for the mail recipient's confidence and safety.

"Solar has essentially reinvented the envelope " comments Peter Hudetz, Senior Vice President, Sales "EnvYwraps are a refreshing alternative to the tired paper envelopes that consumers are used to seeing. By using EnvYwraps, marketers can liven up their direct mail offering, and achieve superior distinction in the mailbox."

**About Solar Communications, Inc.**

Solar Communications ([www.solarcommunications.com](http://www.solarcommunications.com)) is a multi-national leader in marketing and production services, allowing companies to increase response rates on direct and promotional campaigns. Established in 1961, Solar Communications has five offices worldwide, and three production facilities. Solar Communications maintains three driving principles: to provide unparalleled services to clients and prospects through world class quality in every service; to continuously innovate and improve products and services; and to provide personal growth for their employees and shareholders. Solar Communications is an ESOP (employee stock ownership plan) corporation.

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