



News Release

Contact:

Rachel Klein
The Red Group
630-858-7940
rachel.klein@theredgroup.com

Solar Communications® launches “skins” for direct mail

LIVE FROM NEW YORK DM DAYS

Naperville, IL — June 2, 2003 — Solar Communications®, a multi-national marketing solutions provider of printing, packaging, mailing and fulfillment services, announces the expansion of their EnvYwrap™ Packaging product. EnvYwrap Packaging, once limited to paper poly, is now expanded to include five additional skins for direct mailing. A unique alternative to the standard envelope, EnvYwrap Packaging stands out amidst standard envelopes, and has a built in safety component – each package is heat sealed at over 250 degrees.

“A recent survey, conducted by Vertis, concluded that of individuals opening direct mail, that an overwhelming 48% only open a piece if it looks interesting. That’s exactly what EnvYwrap Packaging does – it makes a piece stand out and look interesting!” said Frank Hudetz, CEO, Solar Communications, “In fact one of our clients enjoyed a 20% lift in response over a standard envelope - after all if a piece doesn’t get opened, then the campaign is completely wasted.”

EnvYwrap Packaging skins include:

- **Clear poly** — a crisp clean look. The transparent appearance safely gives recipients a sneak peek at what’s inside.
- **Holographic poly** – Shiny and dimensional– like a disco ball. This skin is opaque.
- **Metalized/demetalized poly** — This skin is sleek like foil, yet durable like poly. And it’s available in multiple colors.
- **Paper poly** — this skin provides extra promotional space, and multiple color options. And, because of a proprietary side seal developed by Solar Communications, paper poly qualifies for an automated letter rate vs. an automated flat — providing substantial postage savings.
- **Pearlized poly** – a softer feel - this skin appears as it sounds – like a pearl.
- **Printed poly** — Printed poly allows expanded printing ability on the poly itself, giving marketers offers the opportunity to drive response based on the creative on the outer wrap.

“Skins are a hot trend today whether you are referencing cell phone covers, PDAs, web browsers, etc., we figured it was time direct mail enjoyed the same personalization and benefits. And, not only are the skins visually appealing, but they are cost-effective – increasing overall ROI, and in some cases qualifying for substantial postal discounts,” added Peter Hudetz, SVP Sales.

About Solar Communications

Solar Communications® (www.solarcommunications.com) is a multi-national leader in single source marketing and production services. Established in 1961, the cornerstone of Solar Communications’ business is a performance solution suite, which includes: printing, packaging, mailing and fulfillment. Solar Communications successfully leverages its performance suite to deliver powerful marketing products designed to maximize ROI. Key products include, EnvYwrap™ Packaging, a cost-effective alternative to the envelope; Sampling Made Easy™, a turn-key, single source sampling solution; and M@il Integrator™, a multi-channel marketing tool that integrates e-mail and off-line mail seamlessly. Solar Communications has five offices worldwide, and three production facilities. Solar Communications is an ESOP (employee stock ownership plan) corporation.

