

News and Mail Label Products



About 3 Sigma

Established in 1980, 3 Sigma is a fast-growing innovator of pressure sensitive adhesive coated products. 3 Sigma uses its solvent, emulsion and hot melt technology expertise to produce specialty or complex adhesive constructions at our facility in Troy, Ohio. 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 and production costs, and increase output.



A Proven Approach

Research and Development of custom adhesives and top coats for highly specialized pressure sensitive products is our specialty. Our solvent, emulsion and hot melt chemistry and manufacturing capabilities are utilized every day to create unique, value-added products for our customers that add directly to their bottom line. 3 Sigma's research and development personnel have worked in large multi-national corporations and follow a unique, collaborative approach when working with customers and strategic partners, ensuring alignment and a superior customer experience.

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NewsLabels™ & MailLabels™ Products

Offer your customers new ways of creating awareness and generating effective marketing campaigns by taking key messages to broader audiences through the use of 3 Sigma's NewsLabels and MailLabels products.

NewsLabels & MailLabels:

- Diversify your product offerings
- Broadens your market segments to daily newspapers
- Weekly and monthly periodicals or special publications such as Trading Post or Auto Trader
- Approved by the United States Postal Service for use on the outside of direct mail envelopes or cards
- Enable you to offer customers a unique solution to grow their direct mail response rates



Specialty Products for Your Business

"We were able to capture new business due to the unique capabilities that 3 Sigma provides"

- From 2008 ISO Customer Survey

3 SIGMA NEWSLABELS™

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

Utilizing a 60# semi-gloss face stock and 3 Sigma's REP-4 adhesive on a 40# liner, NewsLabels provide an additional boost to your product offering. In addition to standard daily newspapers, possible customers include weekly and monthly periodicals and special publications such as Trading Post or Auto Trader publications.

NewsLabels' adhesive formulation is specifically designed for clean removal with no residue and no damage to the print surface and can be repositioned elsewhere as a reminder note or call-to-action piece. Additional facestocks and special patterns may also be utilized.

Contact 3 Sigma customer service through our web contact page at www.3sigma.cc for additional information.



Why NewsLabels:

- Increase available advertising space, offers prime location at premium rates
- Potential for increased sales and readership value through coupon offerings
- Increased value and response for advertisers

Potential Uses:

- General Advertising
- Product or discount coupons
- Public service announcements
- Political advertising
- Discount rates for classifieds
- Promotion of a special article or edition

3 SIGMA MAILLABELS™

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 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.*

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