

## **FOR IMMEDIATE RELEASE**

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### **VIZELOPE™ New Transparent Envelope Revolutionizes Presentation of Mailed Communications**

#### *Clear Envelope Multiplies Marketing Benefit of Contents*

**DATELINE -- Essex, MA** – Fusion Concepts, Inc. is changing the face of mailed communications with the introduction of the new, fully transparent **VIZELOPE™** envelope. Marketers and designers benefit from virtually unlimited layout flexibility for both mail pieces and for images printed directly on the envelope, greatly increasing response potential. Further, mailers gain the ability to place any number of message windows anywhere on the envelope without concern for the structural integrity of the piece, or causing production or inserting problems.

The newly available 100 percent recyclable polypropylene envelopes can be printed in up to eight colors using flexo or gravure methods, and the seamless front and back panels provide an unbroken "canvas" for more effective designs. High quality printing on the outside packaging increases the visual appeal of a mailed piece, and the unique touch and appearance of the clear envelope further demand attention for critical mailings. The resulting quality exceeds that of paper envelope printing and creates mail pieces that demand attention.

"**VIZELOPE™** place power in the hands of designers to let their creative campaigns speak for themselves. They give lettershops and printers who are anxious to add creative fulfillment services a real tool for competitive differentiation as well. Companies can even save money by using **VIZELOPE™** because they are able to effectively use all the 'real estate' of an envelope and its contents," said Edward B. Marsh, president of Fusion Concepts, Inc. "When the high quality printed **VIZELOPE™** becomes a part of the message delivery, marketers increase message effectiveness and ROI. Through improved response, the **VIZELOPE™** helps marketers optimize all their investments in mail campaigns, including research, copywriting, design, and printing."

Users can now design mailed communications with significant marketing benefits, while simultaneously addressing recipients' filtering of DM "noise." Clear envelopes eliminate visibility barriers that may discourage recipients from opening paper envelopes. The transparent wrapper increases the impact of a marketing campaign by putting more focus on the inserted document, rather than having it masked or even ignored in opaque packaging.

Unlike paper envelopes, **VIZELOPE**<sup>™</sup> can accommodate unlimited windows without impacting production, giving users the ability to freely design exactly the envelopes they need. Changes to window placement are easily accomplished and won't create problems for designers, mail production operations or fulfillment houses. **VIZELOPE**<sup>™</sup> maintain their solid structure even when a design requires multiple windows because windows are achieved in the appropriate spaces through printing, rather than by using expensive die cuts.

**VIZELOPE**<sup>™</sup> help avoid the jamming associated with velum envelopes, and run on inserting systems as well if not better than paper envelopes, with production output comparable to paper. Contents can be hand loaded and sealed, or processed on leading inserters using "hot melt" or wafer seal flap sealing, without the headaches often encountered when processing paper envelopes. The high durability polypropylene packaging assures moisture protection and long-term inventory stability, eliminating the humidity and storage problems associated with paper envelopes.

**VIZELOPE**<sup>™</sup> pricing is closely competitive with paper envelopes, with all the added benefits and savings of the transparent envelope, including better print quality and the elimination of window hassles. **VIZELOPE**<sup>™</sup> can be manufactured in all standard and custom sizes.

For more information and samples call (888) 661-2650. [www.vizelope.com](http://www.vizelope.com)

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**About Fusion Concepts, Inc.:**

Fusion Concepts, Inc. is the exclusive importer and master distributor of products from the Pfankuch companies for North America. Full sales and service support is provided through local distributors and the corporate location near Boston. In addition to expertise in clear and printed plastic bagging, Fusion Concepts, Inc. also develops, manufactures and distributes technologically advanced feeding, collating and automatic packaging systems. Pfankuch has a 60 plus year heritage in precision mechanics and electronics and has manufactured high-speed feeding, counting, collating, automatic film packaging, hole punching and batch banding systems since 1980. The company has a worldwide installed base of 3000 machines in bindery/finishing, direct mail, box and container making, pharmaceutical, envelope manufacturing and consumer packaged goods markets.

**VIZELOPE**<sup>™</sup> is a trademark Fusion Concepts, Inc. All other trademarks are the property of their respective owners.