

Diamond Envelope and our customers faced many challenges in 2020. Let's celebrate all we achieved!



Work Anniversaries at Diamond Envelope

April

Brandon C. 4/1 - 30 years
Yuliana P. 4/9 - 2 years
Monica O. 4/14 - 6 years
Vicky L. 4/21 - 17 years

June

Edith Q. 6/1 - 22 years
Sylvia M. 6/4 - 3 years
Lucy S. 6/19 - 14 years
Ed C. 6/24 - 36 years

May

Guadalupe C. 5/10 - 20 years
Ryan V. 5/14 - 14 years
Courtney S. 5/28 - 8 years

Thanks to our Contributors

AJ Jania
Susan Jania-Foley
Kim Dolder
Christine Karcher
Damon Speciale
Cameron Jensen

Diamond Envelope
Quarterly

Spring 2021



A Letter from the President

We hope everyone is doing well, staying healthy, and looking forward to great days ahead of us. In the last Diamond Newsletter, we sent out information on USPS promotional discounts. I am trying to educate all of our clients on the real value behind these promotions. What looks like a large expenditure goes a long way in getting your direct mail envelopes opened and increasing your response. The big picture is the theme of this letter.

If you are planning to mail, especially if you mail a large number of envelopes monthly, I would highly recommend taking advantage of using some enhancements on your outer envelope to increase response. The cost of using a trail edge design may cost a die and some additional set up, but over the cost of many mailings or one large mailing, this cost will look minimal. Overall embossing is another enhancement that will get you tactile discounts from the USPS. The cost may look significant, but over a one-year period of mailing 5MM or 10MM pieces, this cost would be relatively minimal

in your overall budget. With the USPS promotional savings, it would actually net a gain because our price is per thousand and the discount is per piece. The big picture is if you spend \$5,000.00 to \$15,000.00 additional for your envelopes, you will have a better product that stands out, and you will save \$10,000.00 or more depending on the size of your mailing. You can find even more savings if you mail again, because now you have the embossing pattern or trail edge units paid for.

With what has gone on in our country and the world over the past year, we all need to think about the big picture. This is a small period of time in our lives, but our entire future is the big picture. Hopefully we can look back and say “Wow, made it through that! I can do anything!”

If you need more information on these response increasing ideas, please call a Diamond Representative and they will be happy to help.

AJ Jania



On March 11, 2020 we posted our first memo regarding COVID-19. What a roller coaster we have been on in the last year! A lot has happened and this was uncharted territory for all. Diamond Envelope was deemed an essential workplace. Diamond started the mask mandate onsite earlier than the state mandate with the assistance of Diamond employee Art W. and Felicia. We worked with another family-owned business to make face shields by die-cutting the plastic in our cutting department. We put together a Coronavirus Action Plan and have a baseline for the future. Best of all, we had no staff-to-staff transmission of COVID-19 happen in the Diamond Envelope facility. This is something to celebrate! Some companies had entire shifts and shutdowns due to the spread of COVID-19.

We have kept the safety of all Diamond Envelope employees at the forefront of our mind and in the actions that we take. When alerted to a possible exposure, we would quickly determine contact tracing and cleaning protocols necessary for the situation. If a cleaning was necessary, with the help of Hank, Freddy, and myself, we made sure the crew had supervision while they were here as we had to wait in our vehicles while they were onsite. We have been very fortunate to be in contact with the DuPage County Health Department. They provided Diamond Envelope with vaccine appointments for our employees. With their help, we scheduled employees who were interested before the timeslots filled up.

Illinois moves soon into its next phase which will expand the eligibility of Illinois residents who qualify for the vaccine. It's been reported that 15 states are seeing an increase in the number of cases. Illinois is NOT one of them! This is excellent news as we move into the warmer seasons of the year. It is officially spring!

Diamond Envelope will continue to follow the Diamond Envelope Coronavirus Action Plan, guidelines and mandates. As the CDC, OSHA, ILDPH & DuPage County Health Department update their recommendations, we will review and adjust accordingly.

Illinois' positivity rate is lowering. If we stay the course, we will continue to see lower positivity rates and the guidelines and mandates will be lifted sooner than later. We hope that you and your loved ones are safe and healthy, and that with the vaccines becoming more readily available that we have turned a corner to the end of the pandemic!

Stay positive and healthy!
Kim Dolder

The local health department websites are full of information in both English and Spanish for those who need more time to research and determine if the vaccine is the right choice for them. Each county has its own Health Department website. Here are a few in our surrounding area:

- DuPage: <https://www.dupagehealth.org>
- Kane: <https://www.kanehealth.com/Pages/COVID-Vaccine.aspx>
- Lake: <https://www.lakecountyil.gov/148/Health-Department-Community-Health-Center>
- Kendall: <http://www.kendallhealth.org/community-health/covid-19-vaccine/>
- Grundy: <https://www.grundyco.org/health/covid-19-vaccine-group-1b-survey/>
- DeKalb: <https://health.dekalbcounty.org/about/coronavirus/covid-19-vaccination/>

A friend and business colleague in the industry shared the message below with me early on in 2021. While preparing our own balance sheets for upcoming Tax Day, April 15th, I thought we could all use this great reminder. – Susan Foley, CEO

The Balance Sheet of Life

| | |
|--|-----------------------------|
| The most destructive habit | Worry |
| The greatest joy | Giving |
| The greatest loss | Loss of Self Respect |
| The most satisfying work | Helping Others |
| The ugliest personality trait | Selfishness |
| The greatest “shot in the arm” | Encouragement |
| The greatest problem to be overcome | Fear |
| The most effective sleeping pill | Peace of Mind |
| The most crippling failure disease | Excuses |
| The most powerful force in life | Love |
| The most dangerous act | Gossip |
| The world’s most incredible computer | The Brain |
| The worst thing to be without | Hope |
| The deadliest weapon | The Tongue |
| The two most power-filled words | “I Can!” |
| The greatest asset | Faith |
| The most worthless emotion | Self-pity |
| The most beautiful attire | Smile! |
| The most prized possession | Integrity |
| The most powerful channel of communication | Prayer |
| The most contagious spirit | Enthusiasm |

Life ends, when we stop DREAMING.
Hope ends, when we stop BELIEVING.
Love ends, when we stop CARING.
Friendship ends when we stop SHARING.
2021 – What a Great Year to Be ALIVE!