

Diamond Envelope Quarterly

Winter 2021

Keeping Effective Communication in the “New” Normal

While most of the world continues to adapt and change into what the media is calling the new normal, one of our goals as your customer service team is to keep that line of communication open. Effective communication is one of the essential building blocks for our team and our training. One of the things we’ve had to ask ourselves is how do we keep effectively communicating while either we work remotely or most of our clients are now working remotely as well?

One way we are keeping those lines of communication open is availability. For us, we aren’t always working that 8am – 5pm grind, you can reach us after hours. All our account executives here at Diamond have their email go to their cell phones where we can respond after hours if needed. This is essential for customer press okay’s that occur at night or those spontaneous quantity changes that our customers get from their clients late at night.

Another way we are keeping up with the new normal is quick responses, even on the days we work remotely. When your CSR receives your email or quote request, we strive to respond in a timely fashion with an answer to your question, or just to let you know we received your email and are working on it.

We’re also doing our best to circle back and check in on our customers. Whether that be following up on quotes sent or checking to make sure everyone is staying well. Our customer service team is always striving to stay in constant communication with our clients.

All of these efforts of effective communication lead to Great Customer Service, or what we like to call “The Diamond Advantage.” Customer satisfaction is the top priority, thus helping to create loyal, satisfied and returning customers.

Kristin Balthazore



Comic by James Chapman

Work Anniversaries at Diamond Envelope

January

Eliel O. 1/6 - 1 year
 Ramon M. 1/6 - 1 year
 David K. 1/6 - 1 year
 Art W. 1/7 - 13 years
 Howard H. 1/12 - 6 years
 Jacqueline M. 1/14 - 1 year
 Michael N. 1/21 - 2 years
 Silvia V. 1/28 - 11 years
 Vuthy C. 1/28 - 19 years

February

Michael S. 2/2 - 6 years
 Maricela B. 2/8 - 6 years
 Jacqueline O. 2/10 - 1 year
 John M. 2/13 - 9 years
 Elena F. 2/16 - 17 years
 Genoveva R. 2/23 - 27 years
 Romelia A. 2/27 - 26 years
 Hank L. 2/28 - 23 years

March

Robert L. 3/7 - 3 years
 William F. 3/7 - 5 years
 Fernando C. 3/9 - 10 years
 Maria S. 3/12 - 3 years
 Brandon W. 3/28 - 10 years

A Letter from the President



The holiday season is already upon us and by the time you get this letter it will have passed. What a year 2020 was for all of us. Our families, our friends, and our jobs have all been affected and challenged. My wife showed me an ornament she bought for the tree this year that said, “2020: our first Pandemic Christmas;” never saw that one coming.

Thank you to all of our customers for continuing to support and rely on Diamond Envelope as a valued strategic partner.

Thank you to all of our employees who came through for us all 52 weeks of the year. For manufacturing, 2020 was a challenging year to navigate, but our employees rose to the challenge and came through.

Thank you to our strategic partners for supporting us with the materials needed to keep our production lines running all year.

Thank you to our families for keeping everyone as healthy and sane as possible so that we may all get back to normal in 2021.

At Diamond Envelope, we love envelopes, and we love helping our customers. That is our winning combination. We have dedicated employees that work in this 24/7 environment to get your projects completed and done as efficiently as possible. As we look to grow even more than in the last two years, help us make 2021 the greatest year ever.

I hope each and every one of you has had a great and healthy Christmas, holiday season, and New Year.

AJ Jania



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FROM THE POST OFFICE

2021 Tactile, Sensory & Interactive Promotion

Registration has opened for the Tactile, Sensory & Interactive (TSI) Promotion, which encourages mailers to leverage the technological advances within the print industry in their mailings.

Promotion Period: February 1, 2021 – July 31, 2021

Registration Period: December 15, 2020 – July 31, 2021

Please note that there is a new mailing address for mailers to submit hardcopy mailpiece samples for review. The new PO box (mailing address) for submitting mailpieces for evaluations/approvals is:

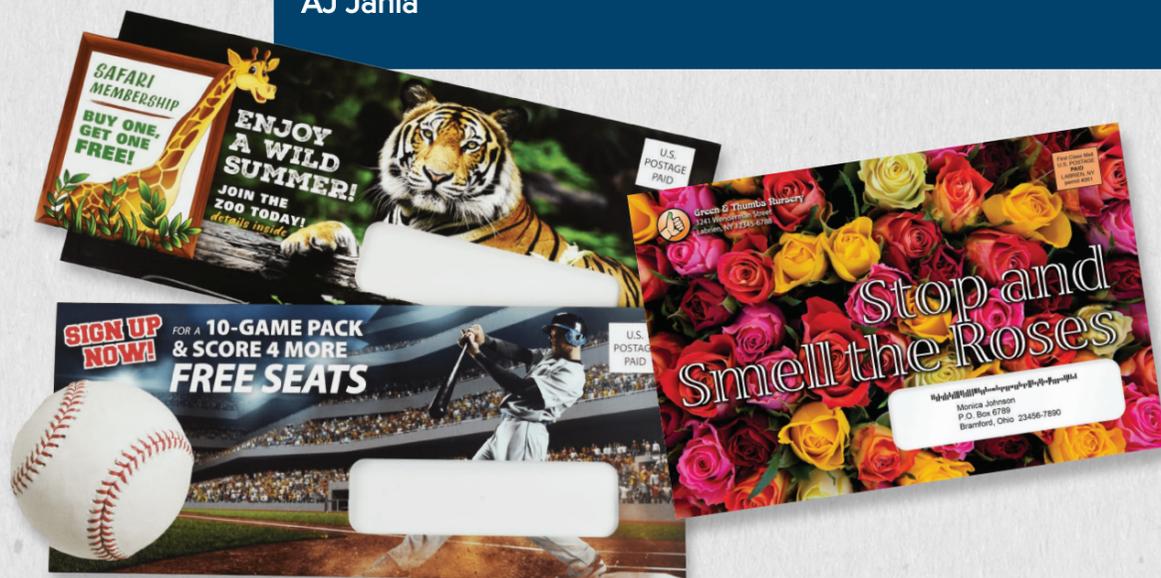
US Postal Service
Attn: TSI Promotion
PO Box 150996
Alexandria, VA 22315-0996

The 2021 TSI Promotion requirements are available on PostalPro at

<https://postalpro.usps.com/promotions/2021-tactile-sensory>. A Webinar will be schedule for mid-January.

I always mention this to our customers, but the key information is above. Diamond is ready to educate and assist you with the Tactile, Sensory and Interactive program. Embossed paper, multiple coatings, and shape-based mail are all examples of what Diamond can manufacture. We can get you in the mail with savings from this promotion that outweigh the cost of the envelope enhancements. It is proven that brand recognition can be heightened through tactile and sensory experiences, so I encourage you to look into this.

AJ Jania



2020 M&M Award

The M&M Award was first announced at the 2017 Christmas party and is designed to have employees recognize their co-workers for acts of kindness throughout the year. This award was made to celebrate Diamond Envelope's late founder, Alan Jania, who passed away in May of 2016. When an employee recognizes someone doing something extra or nice that person is rewarded with a bag of M&M's (Alan's favorite). This goes on and is tracked throughout the year until the next Christmas party.

In memory of Alan, Diamond Envelope is proud to announce our 2020 M&M Award winners:

1st Place: Tim Burgess

2nd Place: Ryan Vahl

Thankful for the new year, even if we are still in a pandemic.

While we toasted to a new beginning with 2021, there is hope with the vaccine distribution that things will return to "normal". What the new "normal" will be is yet to be seen. But I hold on to hope.

As I reflect back on this last year, I am thankful and feel so blessed with where we, as a company and team, are today. I am thankful for our people. The entire Diamond Envelope team from operator to adjuster, supervisor to account executives, everyone pulled together and made a concerted effort to follow the safe workplace guidelines we put in place. We had nine major milestone employment anniversaries we celebrated and three individuals that marked 35 years with the company in 2020.

I am thankful to our clients. The ones that have been with us for 36 years and the new clients that have given us the opportunity to service them for the first time in 2020, during a pandemic, when others may have let them down. We work each and every day to make the very best product to service all of your direct marketing needs. We know that price matters to each one of you. However, we also hope the level of service and diligence the Diamond staff takes in each order, makes a little difference in getting the job done right for you, worry-free. Off your desk and into

Diamond Envelope's 36th Annual Awards

At the end of the year, we recognize our employees for their hard work. Congratulations to our winners!

Office Employee of the Year

Kim Dolder

Tom Wolverton Award

Cameron Jensen

Safety Award

George Smith

our hands, we will take care of you.

I am thankful for the new endeavors that arose out of the pandemic. We diversified into the manufacturing and die-cutting of face shields to help with the PPE shortage. The story of three family businesses, working together, to get the job done. We are now exploring new operations within our die-cutting capabilities and with the current people and equipment we currently have. We believe the sky is the limit for diversifying the business for the future and we cannot afford to sit still.

I am thankful for our founders, my parents, Alan & Judy Jania, that took the risk in 1984 to make their dreams come true in owning a family business. For those of you that knew Alan well, you can only imagine the commentary and jokes during this pandemic that would have come via email or phone call, just to lighten the mood and encourage laughter.

The future is bright. We believe that once the vaccine is in full force and available to the public, the economy can rebound from this devastating pandemic. Together, we are committed and dedicated to growing this business. Thank you and cheers to 2021!

Susan Foley, CEO