

Diamond Envelope Quarterly

40th YEAR ANNIVERSARY 1984 - 2024

Summer 2024

2nd Quarter Anniversaries

July 2024

Carl S. 21 Years
 Pojanart D. 21 Years
 Rosa R. 1 Year

August 2024

George S. 39 Years
 Alfredo R. 26 Years
 Sandra F. 25 Years
 Sandy V. 25 Years
 Catarino V. 21 Years
 Olga B. 19 Years
 JonPaul R. 16 Years
 Damon S. 6 Years
 Jose D. 3 Years
 Carolyn G. 2 Years
 Rigoberto V. 1 Year

September 2024

Gilberto R. 39 Years
 Tim S. 38 Years
 Emilia N. 20 Years
 Gildardo G. 3 Years
 Vince P. 3 Years
 Antony B. 2 Years
 Matt H. 2 Years
 Courtney S. 1 Year
 Diane V. 1 Year
 Javier O. 1 Year
 Scott G. 1 Year

DIAMOND ENVELOPE CORPORATION

CONNECTING AT THE CROSSROADS
 INNOVATION. EDUCATION. PARTNERSHIP. GROWTH.
 DELIVERING FOR AMERICA | JUNE 2-5, 2024, INDIANAPOLIS

BOOTH#613

NPF Conference 2024 | June 2-5

Come See Us!



BRIDGE CONFERENCE

CHAMPIONS IN CHANGE

2024 Bridge Conference | July 31 - August 2 | Gaylord National Hotel & Convention Center | National Harbor, MD

BOOTH#405

Bridge Conference 2024 | July 31-August 2

Thanks to our Contributors

Susan Foley
 AJ Jania
 Shannon Ryson
 Aracely Aguilera
 Scott Grajeda

Diane Valha
 Damon Speciale
 Sylvia Murillo
 John Mikelenas



Susan Foley

Update from the CEO, Susan Foley

Dear Customers and Partners,

Recently, we had three client visits at our manufacturing operation in one week alone. We delivered our Envelopes 101 training along with wonderful plant tours. We are excited about expanding opportunities with all of you. For any of you that would like to see how envelopes are made, we welcome hosting you and your teams at our plant. We have a brand new 628 machine to demonstrate state-of-the-art envelope manufacturing and fill up with new work!

One of the reasons for having client visits is to educate our partner clients on savings as the USPS is a big issue right now with the July 2024 rate hike. We work closely with the EMA (Envelope Manufacturers Association) on your behalf to fight the postal increases and much more. Most recently, EMA has put together state-specific EMA Capitol Hill Days and will be representing Illinois on June 12th. If any of you, as our clients or vendors, would like to be in these meetings, our EMA President, Marie Clarke, is happy to discuss with you to understand what you may need on this front. Anything we can do to help the cause; we and our industry association are happy to help coordinate.

The EMA and colleagues in the industry are educating lawmakers on the Delivering for America plan (DFA). While it was a step forward to produce a transformative plan, the policies to date have led to diminished quality of customer service, unsustainable postage increases, and drastic declines in businesses whose commerce relies on USPS. USPS relies on both mail and packages for its revenues, yet since 2020, USPS has delivered 12 billion fewer pieces of mail, bringing volume to its lowest level in 40 years, while seeing no offsetting increase in package volume. Since implementation of the DFA plan, USPS has raised postal rates over 5 times and plans to raise rates another 7.7% in July of this year.

The sudden loss of mail caused by Postmaster General DeJoy's new postage rate-setting framework foreshadows a destructive and repetitive cycle for both business and regular mail users. Direct mail remains a vital part of omni-channel marketing and solicitation vehicles with an average response rate of 4.4%, while email had an average response rate of 0.12%. Research shows that direct mail gets better response rates than email marketing. For example, according to the United States Postal Service (USPS), 42 percent of consumers went to a company's website after receiving relevant mail in the past three months. Others went to the brand's app, visited a storefront location, made a purchase, or otherwise advanced their relationship with the brand. Just 21 percent of consumers took no action at all.

So don't sleep on your direct marketing plans through the summer to drive business and non-profit donations your way. We can help you find cost-effective postal promos that save you and your clients money!

Best wishes,

Susan Foley

CEO





AJ Jania

14 Fun Facts about Cicadas and Diamond Envelope:

Cicadas will appear in 14 states this year. *Diamond Envelope* delivers locally, regionally and nationally. We have clients and customers in over 14 states so we cover a greater span than cicadas.

Cicadas can host an insect-killing fungus. *Diamond Envelope* can host your next Envelopes 101 training, a press OK or an on-site plant tour.

Another fungus turns the insects into zombies. *Diamond Envelope* turns their competition into zombies with our quick response and experience in handling your toughest requests.

Humans eat *cicadas*. Some say they taste like shrimp, asparagus and even peanut butter. Please do not eat them though. They contain high levels of mercury and can cause allergic reactions. *Diamond Envelope* produces millions of envelopes every day, however they do not taste like peanut butter and please don't eat them although they are edible and have no carbs.

Cicadas' lengthy life cycles may help them evade predators. *Diamond Envelope's* quick turn job cycles helps eliminate the competition.

More than 3,000 species exist and the majority of these species emerge every two to five years. *Diamond Envelope* produces over 3,500 envelopes every minute of every day.

Cicadas have an arch nemesis that eats them alive (wasps). *Diamond Envelope* uses legislation and our association the EMA (Envelope Manufacturers Association) to combat our arch nemesis Louis DeJoy and his postal rate increases.

Climate change may be scrambling the *cicadas'* schedules. *Diamond Envelope* is willing to adapt to our clients' final data counts scrambling our schedule.

These facts above can lighten your day. Please come visit our booth at the National Postal Forum and Bridge conference this summer to learn even more about what Diamond can do for you and why we have been in business for forty years.

Cicadas buzz-saw-like call inspired musicians to write songs about them. Our machines make music when they are humming along at high speeds running your job.

Cicadas are not locusts. *Diamond Envelope* is not an office supply store.

Cicadas have one of the longest insect lifespans. *Diamond Envelope* has been in business for 40 years this July 2, 2024.

Cicadas inundate forests as a survival mechanism. *Diamond Envelope* is part of the Sustainable Forestry Initiative and the Forest Stewardship Council. Our certifications prove that *Diamond* procures our paper from sustainably managed sources.

Cicadas can buzz louder than a lawnmower some reaching 100 decibels which is just shy of standing three feet from a chainsaw. *Diamond Envelope* has annual hearing tests for all employees due to the machinery we use to manufacture envelopes. We also have employees wear hearing protection every time they are in the plant.

Cicadas wings repel water and bacteria. Their wings have spikes and a chemical coating and are naturally antibiotic. *Diamond Envelope* uses water-based inks and recyclable poly window material to be environmentally conscious.

Quality Variance: What is it?

We've all experienced it: a product experience that either exceeded or fell short of our expectations. Often these moments permanently shape our willingness to do business with a company or brand. If you're a business owner, these moments are of the utmost importance. So how do you maximize your chances to exceed expectation?

When talking about quality, it's easy to focus on the engineered aspects of a product. For a physical product, the quality of parts is essential. For digital products, it's the logic functions and user interface. It's true these factors matter, but they're only part of a larger whole. It can often be difficult to see THAT forest for the trees.

The truth is every aspect of your business can make or break future customer engagement. Is your customer service team empathetic and helpful when there is a problem with the product; does your organization make those customers "whole?" Do you know when a particular operator/machine combination results in higher off-quality product rate (process visibility)? Often, the answers to these questions are a resounding "No," and all these types of failures can be classified as a quality variance.

Quality variances are anything that deviate from what is intended in the process. Unchecked, their cumulative impact can undermine even the most innovative product. The most successful organizations shine a light on these variances and successfully minimize them through improvements to data collection, coaching, and adherence to established processes. Ask yourself: What can we do just a little bit better?

And then ask yourself again and again.

Article by Scott Grajeda

Motivation and Performance

The adage, "A person who feels appreciated will always do more than what is expected," underscores the profound impact of appreciation on human behavior. Indeed, feeling appreciated can serve as a powerful motivator for many people. When individuals perceive that their efforts are valued and recognized, they often develop a stronger sense of loyalty, commitment, and motivation towards their work or relationships. This sense of being valued encourages them to exceed expectations, as the acknowledgment of their efforts brings satisfaction and fulfillment. This positive reinforcement creates a virtuous cycle: individuals continue to put in extra effort because they are confident it will be recognized.

Appreciation also fosters a sense of belonging and camaraderie within teams or relationships. When people feel acknowledged and valued, morale improves, and teamwork is encouraged. Individuals are more willing to support each other, enhancing overall team cohesion and performance.

However, it is important to recognize that appreciation, while significant, is not the sole factor influencing motivation and performance. Clear expectations, effective communication, opportunities for growth, and a supportive environment also play crucial roles in determining individual satisfaction and performance.

In essence, while appreciation can indeed inspire individuals to go the extra mile, it should be part of a broader strategy to create a supportive environment that fosters healthy relationships and high performance. Remembering to lift each other up is essential. As Helen Keller aptly said, "Alone we can do so little; together we can do so much." This quote emphasizes the importance of collaboration and mutual support in achieving greater success.

Article by Sylvia Murillo

Summer Salad Recipe

Salad Ingredients

- 3 Romaine hearts chopped
- 1 cup roasted walnuts (roast the walnuts at 400 degrees on a parchment lined baking sheet for 5 minutes to deepen the flavor.)
- 1 cup blueberries
- 1 pint raspberries
- 10 small radishes washed, trimmed, and sliced thin
- 5 ounces goat cheese crumbled

Lemon Poppy Seed Dressing

- 2/3 cup olive oil
- 1/3 cup lemon juice see note #2
- 1/4 cup granulated sugar
- 1/8 teaspoon salt (or just a pinch)
- 1 teaspoon ground mustard
- 1 tablespoon poppy seeds
- 1 tablespoon honey optional

SAFETY FIRST!

Diamond Envelope is proud to announce that we have received two significant awards in recognition of our commitment to workplace safety: the "No Lost Time Accidents" Safety Award and the Award for Safety Excellence.

At Diamond Envelope, the safety and well-being of our employees are our top priorities. These awards are a testament to our ongoing efforts to maintain a safe working environment and our dedication to implementing rigorous safety protocols. Our team's hard work and commitment to safety have been crucial in achieving these milestones.

Receiving the "No Lost Time Accidents" Safety Award highlights our success in preventing workplace incidents that could lead to time away from work. This accomplishment underscores our proactive approach to identifying and mitigating potential hazards. The Award for Safety Excellence further recognizes our comprehensive safety programs and our continuous improvement efforts in maintaining the highest safety standards.

"We are extremely proud of these achievements," said Aracely Aguilera Senior Director of Human Resources/Safety. "They reflect the collective efforts of our entire team to prioritize safety in every aspect of our operations. Ensuring a safe workplace is not just a policy but a core value at Diamond Envelope."

These awards reinforce our commitment to safety and motivate us to continue striving for excellence in all areas of our operations. We extend our gratitude to all our employees for their firm dedication and contribution to making Diamond Envelope a safer place to work.



Aracely Aguilera
Senior Director of
Human Resources

Instructions

- Toss all of the salad ingredients.
- Whisk together the olive oil, lemon juice, sugar, salt, and mustard until the sugar is completely dissolved. Taste and add more lemon until it has enough of a lemon flavor for you. Add more honey if it becomes overwhelmingly acidic.
- Stir poppy seeds into the dressing.
- Serve salad dressing on the side.