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MAILING TIPS: Creative Envelopes

The first impression anyone has of your message is the outer envelope. Creative design may make the difference between your message getting opened and read or thrown out.

Try personalizing a message on the back flap. Envelopes are either printed flat and converted or are printed with the flap open. Either way, you can get creative on the back flap for little or no cost, and your message and personalization are in front of your customers regardless of the side of the envelope they see first.