

Making Life Easier

Build Your Business With Easy, Effective Mailings

(NAPSA)—Whether you're sending holiday cards to family and friends or hundreds of letters for your office, mass mailings can be a time-consuming chore. How can these hefty projects be simplified? How can we get them done faster? Many innovations through the years have done just that. The creation of easy-to-format labels that feed through desktop printers was a milestone many of us will never forget. A recent study shows that while consumers are pleased with the process of formatting and printing mailing labels, they get frustrated by the actual mail assembly process, especially peeling and applying the labels to each envelope or package.

Now there's a machine that could cut mailing time virtually in half—enabling you to send cards, letters and fliers with relative ease. The Avery® Quick Peel™ Automatic Label Peeler is a unique, lightweight, electric desktop machine resembling a small printer that automatically peels mailing labels from the backing sheet, saving much needed time—and your fingernails!

The machine, rated four out of five stars by PC Magazine, allows consumers to peel and apply Avery labels up to two times faster than by hand. It recognizes the size of the label and once all the labels on a row have been removed, automatically advances to the next row of labels. It is ideal for businesses, clubs and civic groups, or busy people with frequent large or small mailing lists. For more information



or to view an online demonstration, visit www.avery.com/quickpeel.

To get "Great Results" with the Quick Peel label peeler or just to ensure your mailings are easy and effective, here are some tips.

- 43 million Americans change addresses annually. Refresh your list frequently, so your mailings reach their intended recipients.
- Speed up deliveries with the United States Post Office's ZIP code + 4. You will find the information you need by logging on to the US Post Office Web site.
- Use the preset label templates found in most desktop software to include your logo on labels, providing added recognition.
- Preprint a few sheets of return address labels with your company logo and you will have them on hand anytime you need them.

For more tips, visit www.avery.com and click on the orange "Ideas" tab to get great ideas for the home, office, holidays and special occasions.