

Univenture to Showcase EnvyPak™ Mailing Products at Post-Expo 2007

Printable, Transparent EcoEndure™ EnvyPak Mailers are Ideal for Direct Mail and Marketing Success

Sept. 28, 2007 - [PRLog](#) -- Marysville, OH -- Univenture, Inc. is the award winning inventor and manufacturer of a wide array of environmentally responsible media packaging products. The company will showcase its EnvyPak direct mail envelopes and mailers, including EcoEndure EnvyPaks made from environmentally friendly materials at Post-Expo 2007 in Stand #2260 at the Fira Barcelona in Barcelona, Spain, October 2-4. The exciting EcoEndure product line up featured at Post-Expo includes envelopes and mailing products; multimedia packaging solutions; unique document and protective CD/DVD media storage sleeves and cases.

“Direct mail and marketing professionals face increasing challenges to effectively communicate their marketing message and, as a result, get their envelope or mailer opened. Our EcoEndure EnvyPak envelopes and mailers deliver high impact by providing 100% visibility of the contents,” said David Coho, Univenture’s Vice President of Sales & Marketing. “Univenture’s EcoEndure EnvyPak mailers and envelopes on display at Post-Expo 2007 provide a number of innovative and eco-friendly options for marketers and offer unlimited versatility for direct mail and marketing applications. Attendees will find that Univenture’s EcoEndure material options provide environmentally responsible alternatives for successful direct mail and marketing campaigns,” added Coho.

Univenture, with its unique manufacturing technologies, offers eco-friendly alternative materials that allow end-users to make environmentally responsible choices. The company’s EcoEndure material options provide alternatives that meet specific environmental impact objectives.

Univenture’s EcoEndure product materials offerings available are: Biodegradable polypropylene, manufactured with enhanced bio decomposition (EBD), is biodegradable in aerobic and anaerobic conditions without resulting in toxic residue; PLA (polylactic acid) film is a renewable and sustainable clear plastic made from #2 field corn; All core Univenture products are available in 100% polypropylene manufactured from clean technologies. The finished poly product requires as much as 30% fewer resources than products made from other mixed materials. Polypropylene is archival safe and curbside recyclable worldwide.

Univenture’s product design team develops mailing, packaging and storage solutions that maximize production efficiency and effectively utilize materials and resources to ensure long term usefulness.

Extending the useful life of a mailer and package not only supports waste reduction, but also supports a marketing objective of extending the value of the package’s marketing message.

EnvyPak is the clear choice when the message needs to shine through, providing branding both inside and out. Recipients can immediately see what is inside. This helps ensure the sender’s message will be quickly seen, enhancing the likelihood the envelope will be opened and the contents read, watched, or listened to. It also provides additional value to expensive graphics that may never be seen in a normal envelope.

EnvyPak envelopes feature a wide variety of eye-popping materials with numerous customization options, including full-color and translucent, customized printing, or foil can be applied to all its surfaces, whether used on the outside or in. EnvyPak closure options include both permanent and resealable peel & seal closing options or traditional hot melt automation and adhesive applications can be applied. Perforated tear strips are also easily incorporated for opening ease. The EnvyPak CD mailer is also designed to be automation compliant with standard disc-insertion equipment. Custom designed products can be

manufactured very economically, providing unique solutions to a wide variety of communication challenges.

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About Univenture

Univenture firmly believes in the conservation of both ecological and economic resources. The company is, and has been since its inception, environmentally conscious, bringing to market its patented and award-winning Safety-sleeve® offering superior disc protection and made of 100% recyclable poly. The EnvyPak™ product line is a natural extension of Univenture's family of products, providing environmentally sound choices for marketers and the direct mail industry. Univenture's EcoEndure™ environmentally responsible products allow the company to offer many of its standard products manufactured from a variety of eco friendly materials.

Globally anticipating and meeting customer needs, Univenture has sales and manufacturing operations in Marysville, Ohio; Reno, Nevada; Dublin, Ireland and Shenzhen, China. For more information on Univenture and its products, visit www.univenture.com or call Univenture's corporate headquarters at 800-992-8262.

Website: www.univenture.com

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