


Make no mistake about it - that's the philosophy of Atlanta, Georgia's Northside Hospital. The medical facility holds one of the highest birthrates among hospitals nationwide. With the birth of Standard Register's positive identification baby wrist bands, Northside is saying "Don't say maybe."



That's My Baby!



*Using too many vendors
to issue a card program
can cause unnecessary
headaches.*

You know the game: XYZ company says they can't get your cards imaged until next week. Which delays your package designer's schedule. Causing the distribution company to miss its deadline. It's a major headache. One that can be avoided by partnering with the only card services company that can handle everything from packaging to custom imaging to distribution: Standard Register. With experience ranging from loyalty and gift cards to membership and security cards, we can deliver a successful card program at a value that's second to none. And thanks to our exclusive SRC ACCUTRAC® software, you don't have to deal with the frustration of lost cards or theft during distribution. All of which makes your card program anything but a royal pain. For more information, call us at 1-800-755-6405. Or visit our web site at www.standardregister.com.



CONTENTS

Fall 1998 Number 148

P.S. Magazine is published by Standard Register.

Editor: Michael Sherman

Contributing Writer: Julia McNabb

Design and Production:

Janet Gantt

Standard Register

600 Albany Street

Dayton, Ohio 45408

Direct inquiries to:

Editor, *P.S. Magazine*,

Standard Register

P.O. Box 1167, Dayton, Ohio

45401-1167 (937) 443-1000

Subscription requests and address changes

should be sent to this address as well. Please

include the label from the back page to ensure accurate changes.

© 1998 The Standard Register Company.

Printed in USA.

UpFront

Workflow orchestrates how your business operates on a daily basis, and as you'll learn in this issue of *P.S. Magazine*, Standard Register is composing symphonies by helping organizations nationwide effectively manage information.

Customers nationwide are enjoying the benefits of Standard Register's new Internet-base SMARTworks™ 3.0. *P.S. Magazine* reports how this easy-to-use technology platform can help your business work *smarter*.

Recently, Standard Register delivered a bundle of joy to Atlanta's Northside Hospital. Our immediate and accurate infant identification system is helping maternity ward staff keep a close eye on junior while tracking one of the country's largest hospital newborn populations.

Find out how global transportation giant, Volvo, is once again carving a new niche for itself. *P.S. Magazine* focuses on five of the company's North American divisions and their combined effort to reduce obsolescence. Standard Register unleashed the power of SMARTworks™, and Volvo's document management engine now operates on demand!



On the cover:

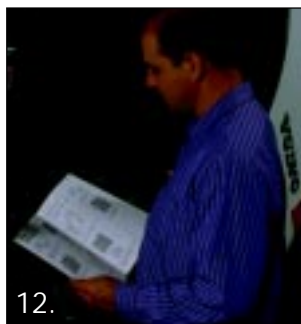
Northside Hospital newborn, Joann, dons Standard Register's positive identification baby wrist band, an important safety measure in response to rising national concern over accurate infant identification.

2. News of Note

4. Bookends

6. Working Smarter
Standard Register's new Internet-based SMARTworks™ 3.0 is helping companies manage their documents with ease. *P.S. Magazine* reveals how your company can benefit from this user-friendly service.

8. That's My Baby!
Standard Register's Positive Identification Baby Wristbands are helping Atlanta's Northside Hospital track one of the largest newborn populations in the nation. Now when parents and hospital staff sing lullabies, everyone rests easy.



12. Fine-tuning Volvo's Document Engine

Volvo group companies of North America were spinning their wheels looking for an economical and simple solution for an overabundance of waste and paperwork until Standard Register propelled the international transportation company toward an effective solution. The impact may be one of global proportions.

15. Product Showcase
A review of the latest products from Standard Register.

Seven Steps to Energizing a Restructured Work Force

A synopsis checklist by Carol Kinsey Goman, author of *"This Is Not The Company I Joined!" Seven Steps to Energizing a Restructured Work Force*

- | | | |
|---|--|--|
| <p>STEP 1 Examine Changing Realities</p> <p>Communicate to employees the forces of change affecting markets, competition and their jobs. Acknowledge the changes in needs and values of the work force.</p> | <p>STEP 3 Develop a Change-Adept Work Force</p> <p>Expand employees' skills to help them thrive on change instead of fearing it. Develop management practices that promote change-adeptness throughout the organization.</p> | <p>STEP 5 Develop the Core of Leadership</p> <p>Become the change you want to see in others: Lead by example. Transform yourself from manager to leader.</p> |
| <p>STEP 2 Adopt the New Business Paradigm</p> <p>Identify the changing paradigm for science and organizations. Exploit instability as the opportunity for positive transformation.</p> | <p>STEP 4 Lead Discontinuous Change</p> <p>Be prepared not just to manage, but to lead transformation. Build emotional literacy in yourself and in your work force.</p> | <p>STEP 6 Renegotiate the Compact Between Employers and Employees</p> <p>Renegotiate the powerful potential of shared commitment. Move from paternalism to partnerships.</p> |
| | | <p>STEP 7 Liberate Work-Force Potential</p> <p>Eliminate obstacles to creative collaboration. Rely on human potential as central to your corporate strategy.</p> |

Boomer Image Skewed



Baby boomers are a heavily scrutinized group these days. But is the media image of the self-absorbed, health-conscious affluent over-achiever accurate?

A recent study by North Carolina's Division of Aging says some of the myths are not deserved. Despite the stereotype of being "well-educated," more than half the state's boomers held only high school diplomas. And 20 percent were considered financially "comfortable," with household incomes greater than \$63,000.

As for healthy lifestyles, the report says about a third of older boomers are overweight and many are smokers. Boomers married later in life than their parents and a larger number have remained single.

The report says baby boomers will enter retirement healthy and active, but some will face difficult odds, creating special challenges for their families and communities. But several trends suggest boomers will age with fewer disabilities, requiring fewer government services than their parents' generation.

Ready to go Cellular? *Shop Around*

Thinking about jumping into the ranks of cellular phone users? It really will pay to shop around, a new survey says.

Consumer Reports Online says the difference between the least and most expensive cellular service provider can be as much as 71 percent per month. To help cellular phone shoppers, the Web site provides a worksheet to help compute which combination of cell phone and service costs less.

The magazine recommends consumers first establish their specific needs, then shop for the lowest priced service, and finally select the appropriate handset. Tests of 10 analog and five dual-mode cell phones (analog and digital) found that price is not related to performance. All earned overall scores of Excellent or Very Good.

Users should seek a handset that performs well in setting up and holding on to calls; in providing good reception in any surroundings; and in offering long battery life (lithium-ion batteries are the most compact and long-lived).



Battling Flying Fears With Imagination

If you suffer from fear of flying, the temptation may be to reach for pills when an air journey is imminent. But personal development advisor Desmond



Cumiskey says a bit of self-help may do just as well, if not better.

His technique centers on relaxation and breathing exercises to deal with such phobias. "I teach people that they can control their responses," Cumiskey says.

His approach to the problem of travel phobia is straightforward: "Imagine you are putting your fears on a TV screen in front of you. Look at them pictured there and

then push the TV into the distance so it becomes a dot and you can't see the picture anymore."

"Start to think about all the things you enjoy most about going on holiday, all the time breathing comfortably," says Cumiskey, whose concept is that it's easy to trick yourself into losing your fears because the unconscious mind doesn't know the difference between imagination and reality.

OUTRAGEOUS! Unforgettable Service...Guilt-Free Selling

It's a bottom-line fact: customer service is crucial to business. The 1998 American Customer Satisfaction Index indicates an undeniable correlation between delighted customers and above-average stock market returns. T. Scott Gross drives home the message: "Great selling is a by-product of great service." An award-winning customer service innovator and trainer, Gross shares his hard-earned, soft-sell secrets for success in *OUTRAGEOUS! Unforgettable Service...Guilt-Free Selling*, available through AMACOM.

A former fast-food executive who got business cooking with his plan to give free biscuits to any customer willing to "crow," Gross is a firm believer in the power of the outrageous when it comes to service. "Positively Outrageous Service," he makes clear, "is all about wrapping an experience around the service transaction." His POS approach revolves around four principles: do the unexpected; make it random; invite customers to play; and make it memorable.

Does it work? Does it ever! Southwest Airlines has adopted Positive Outstanding Services as a service mantra and credits POS as the brand of service responsible for its success. And Double Tree Hotels has adopted the customer service credo "We strive to deliver POS!"

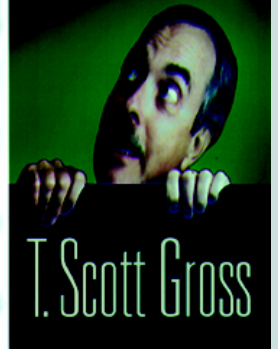
Packed with simple techniques, handy tools, helpful tips, and lively – often hilarious – real-life anecdotes, *OUTRAGEOUS!* Shows anyone whose job involves serving customers how to:

- catch customers off guard to add a "WOW!" to service
- stop selling... and start serving
- uncover the root of customer problems – and offer complete solutions
- get angry *with* angry customers, not at them
- develop "customer eyes" and take heed of the tiniest details
- seize risks and find opportunities in failure
- invite customers to "play" without making games demeaning
- make service savvy as vital as technical and procedural knowledge
- create customer relationships for long-lasting loyalty
- get everyone in the company (even aloof numbers crunchers) to sell through service – and get emotionally charged on the job.

OUTRAGEOUS! is packed with the author's pithy "POS Points" for reflection, including "The least expensive way to resolve a complaint is to apologize and ask the customer what would make things right.

OUTRAGEOUS!

Unforgettable
Service...
Guilt-Free
Selling



Customers usually want less than you think," and "The biggest issue in all of business is not quality or price. It's personality."

Practitioners of Gross's Positively Outrageous Service have high words of praise. "We have implemented Positively Outrageous Service in our hotel at all levels, and the response by our customers has been positively fantastic," states a Holiday Inn manager. The director of membership for the Greater Lansing Convention & Visitors Bureau aptly sums it up: "No one touches the heart, tickles the mind, and teaches customer service and sales like T. Scott Gross."

Positively Outrageous Service Is...

Unexpected

Go beyond consistently good service. Surprise customers. It doesn't require grand gestures. It can be something as simple as giving free soft drinks to customers standing in line on a hot summer day. Catch customers off guard and you'll add a "WOW!" to your service.

Random

When customers can't predict when the next "WOW!" is coming they keep coming back...just in case.

Playful

Make customer communications reciprocal and fun. Encourage customers to get involved in your company. Ask them for their opinions and answer their questions. Come up with innovative, interactive promotions – like having customers "crow" for free biscuits at a chicken restaurant. Quote real customers in your flyers. Showcase real customers in your radio and television commercials. And let your own personality shine.

Memorable

Create compelling, positive word-of-mouth. Wrap unforgettable experiences around service transactions. Make your company a continual source of service stories you can't wait to tell – like the story of the flight attendant who hides in the overhead luggage compartment...THAT'S REALLY A SURPRISE! Customers will remember service above and beyond the call. And they'll tell others.

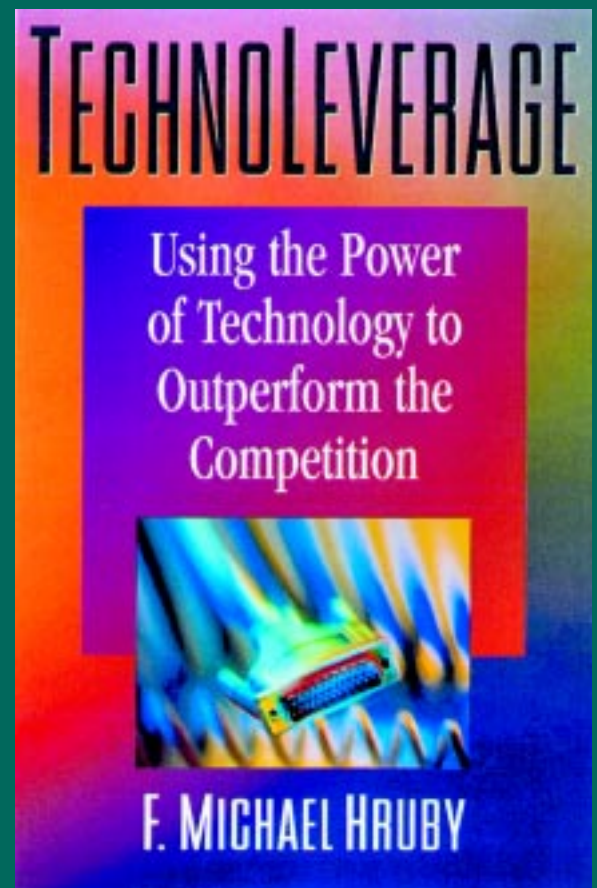
TechnoLeverage: Using the Power of Technology to Outperform the Competition

Responding to customers and cutting costs to the bone are time-honored business tactics. Today, business success is largely based on a company's ability to maximize power from technology to create competitive advantages.

In his new book, *TechnoLeverage*, Marketing consultant F. Michael Hruby proves that getting technology "under your business" will effectively boost sales, lift profits, and keep you competitive.

Published by AMACOM, *TechnoLeverage* features real-world stories from companies, explaining how a wise use of technology is the differentiating factor in exponential success. Hruby explains how Citibank, Metromedia, Nike (and dozens more) have captured maximum value from their own (or someone else's) technology, creating breakthroughs that have radically improved products and helped each company gain an edge in the marketplace. You'll learn, for instance, how injection molding transformed the lowly tennis shoe and what robotics did for the roadside billboard industry.

Hruby also explores technology's use in reducing costs, improving operational efficiency and delivering products and services quickly—to customers' exact specifications.



A technology-driven business strategy applies to all types of firms according to Hruby, whether they *invent* new technologies, *manufacture* technological goods, *sell* technological services, *integrate* the technology of others, *distribute* technology – or *just plain use it*. Whatever business a manager is in, *TechnoLeverage* explains how to seek out and fully exploit high-value technology improvements, for maximum *profit* improvement.

Working *Smarter*



Michael Pratt

An easy-to-use technology platform is empowering Standard Register customers to manage their business documents and

capitalize on the benefits of electronic commerce. Standard Register's Electronic Services and Workflow Group recently launched this breakthrough, and group general manager, Michael Pratt, reveals why customers are gravitating toward a single, simple, Internet-based service. It's called SMARTworks™ 3.0 and there's nothing else like it on the market.

P.S. Magazine: The word SMARTworks should easily ring a bell for Standard Register customers. How does the new SMARTworks 3.0 stand apart as a user-friendly document management service?

Pratt: If the name SMARTworks sounds familiar, it should. It's a service we've been providing to customers for several years. Up to this point, it's been a collection of the forms management software Standard Register offers to customers – such as Desktop Requisitioning (DTR), Remote Production Order Entry, Document Library, and Common Reporting –

all available as desktop applications. The initial rationale for SMARTworks was to allow users to design, order, requisition and manage their paper forms from a single desktop interface.

In many ways, SMARTworks 3.0 is just an evolution of this original idea. But, in other ways, it's really a revolution.

The *revolutionary* part has to do with the Internet. Previous releases of SMARTworks were installed on

individual computer desktops, much like word processing or spreadsheet software. And, because each of the modules was developed independently – using different programming languages – separate support, installation and training were required.

SMARTworks Version 3.0 changes all of that. It standardizes and integrates all of our different document management applications into one Internet Web page. Users across a customer's computer network simply log onto the Internet, type in the SMARTworks Web address, enter a designated password, and begin taking advantage of the new functionality. The site is easily accessible with a standard Internet browser, easy to use and easy to support.

P.S. Magazine: What types of functions does SMARTworks 3.0 help businesses perform?

Pratt: With SMARTworks 3.0, customers can perform their document management and ordering functions online. End users at remote locations can requisition product over the Internet from a Standard Register warehouse or enter a just-in-time production order and send it electronically to either a STANFAST® center or an Imaging Services Group facility.





Forms designers can store, retrieve and manage their digital files more efficiently. And, forms managers at customer headquarters can access comprehensive reports on document use, cost and availability. It can all happen at the same time over the Internet.

In addition, because SMARTworks 3.0 is an open electronic commerce system, it allows customers to order Standard Register supplies, as well as office products from third-party vendors with whom we have a relationship, via the Internet.

If you've ever bought anything from an online retailer, like bookseller Amazon.com, you know how simple and convenient the process can be. SMARTworks 3.0 takes that ease and accessibility and applies it to the purchase of business forms and office supplies.

P.S. Magazine: Standard Register is marketing SMARTworks 3.0 as an easy-to-use technology platform. How is the service actually used?

Pratt: Customers on the SMARTworks site who want to browse a catalog from Standard Register or one of our third-party

vendors, such as Boise Cascade, simply click on the appropriate icon. They can see product descriptions, get pricing and even view product photos. After selecting the items in the quantities they want, a purchase order is created which customers can then use to manage and track their orders. To put it simply, SMARTworks 3.0 is the fastest, easiest way to order products ever devised for our market – and only Standard Register provides it.

P.S. Magazine: How does SMARTworks typically fit in with a business's objectives and Standard Register's approach to document management?

Pratt: SMARTworks 3.0 is a response to customers' changing needs. These days, customers are looking to consolidate the number of vendors with whom they do business, in order to reduce costs and increase accountability.

Our overall mission, as a company, is to help customers improve their business performance. By giving customers better access to account information and to multiple products within the Standard Register product portfolio, SMARTworks 3.0 does just that.

The service is available – at no charge – to any customer with Internet access, and it's an integral part of Standard Register's *Organize, Manage, Migrate* strategy.



Our job in the Electronic Services and Workflow Group is to provide the technology enablers for the company's strategy. The standardized and open Internet architecture of SMARTworks 3.0 allows us to help customers *organize* and *manage* their paper-based business documents more efficiently as they *migrate* towards Standard Register's "Less-Paper Strategy"™.

Implementation within any business is easy. Standard Register simply talks with prospective users to find out what document management and e-commerce features and functions they want and then configures each SMARTworks implementation to meet the customer's specific needs.

Leveraging the power of the Internet, SMARTworks 3.0 provides more capabilities and information to more users in more customer locations so they can do more things, faster and easier than ever before. It helps businesses work smarter.

That's My Baby!



Standard Register's Patient LinkUp™ system, combined with its baby wrist band, is more than an efficient identification system. It's an important safety measure, in direct response to a rising national concern over immediate and accurate infant identification.

Birthdays Abound

Northside Hospital in Atlanta must be the proudest health care facility in the country. More babies are delivered within the halls of Northside Hospital than at almost any other community hospital across the nation. On any given day, the Northside maternity ward cares for up to 150 babies, providing a comfortable, family atmosphere and round-the-clock, sophisticated patient care for both mother and baby.

But until recently, Northside Hospital faced a growing challenge, brought on by its enviable baby boom. Keeping track of up to 150 newborns a day — with more on the way — increased administrative complexity.

Armbands, or hospital ID bracelets, have been widely used for years as an effective identification and administrative tracking device. Back in the real “baby boomer” days, many of us sported little pink or blue bracelets. But that was before multiple identification systems were implemented to track accounting, lab work, security, etc.

Dressing Baby

Lee Feldpausch, Northside's laboratory manager approached Standard Register Account Executive Jackie Carroll about this growing problem.

“The babies could receive up to four different armbands with a lot of ‘crossover’ functionality including use by Labor and Delivery for matching baby and parents; Admissions for administrative services; Laboratory for blood work; Nursery for security-sensors, etc. Standard Register integrated all necessary patient information from multiple armbands on to a single band. Identical bands — one on an ankle and one on a wrist — enhanced efficiency, improved tracking and simplified administrative processes.”

All babies in the State of Georgia must be screened for PKU and Sickle Cell, requiring that a blood specimen be sent to the state laboratory for testing, accompanied with the hospital's paper documentation. Prior to adopting Patient LinkUp, the hospital completed paperwork by hand.

The need to streamline the entire baby identification process eventually reached a mission-critical stage. Northside quickly assembled a hospital-wide task force to study the multifaceted, multidepartment problem. The task force first identified each department's arm-banding requirements. Secondly, it contacted other hospitals to study comparable systems already in place. Last, but not least, the task force contacted preferred vendors who could develop and implement a solution consisting of a multifunctional and an automated PKU and Sickle Cell forms processing system.

Babies LinkUp with Standard Register

Standard Register responded quickly to Northside's urgent need for a working solution. The hospital had already installed 12 Standard Register Patient LinkUp hospital admission systems with great success. Patient LinkUp serves as a one-step patient identification and automated document routing solution, complete with software, hardware and a laser printer with up to five input drawers. This system was already helping Northside with enterprise-wide efficiency when the baby-boom crisis presented itself.

Northside Hospital Staff, Atlanta, Georgia



As it happened, the timing couldn't have been better.

Jackie Carroll picks up the story....

"Standard Register had just manufactured a test order of laser polyester baby bands at its Terre Haute, Indiana plant on a pattern adhesive press. We sent those samples directly to Northside for the staff to test. Also, Standard Register Representative Jeff Hempker and John Johnson, Standard Register technical specialist, both traveled to Northside to demonstrate how our Patient LinkUp system — already installed in some of the hospital's departments — could be applied to Labor and Delivery, Admissions, and Information Systems (I.S.).

Northside's departments were impressed that we could capture their data stream and format the Labor and Delivery data without reprogramming by the hospital's I.S. Department."



Northside Hospital is still a leading hospital in the number of babies delivered, and its efficient baby identification system serves as a vital, effective safety measure. No wonder the staff is so proud!

Label samples that would ultimately be used for the baby bands underwent extensive testing by Standard Register for durability, size, etc. Hospital staff members even pricked their own fingers to make sure blood removal with alcohol would not affect the material or image. It was well worth the test run, because the staff gave the sample wrist bands a unanimous 'thumbs up.' Standard Register was then given the green light to design the multifunctional baby bands with exact specifications.

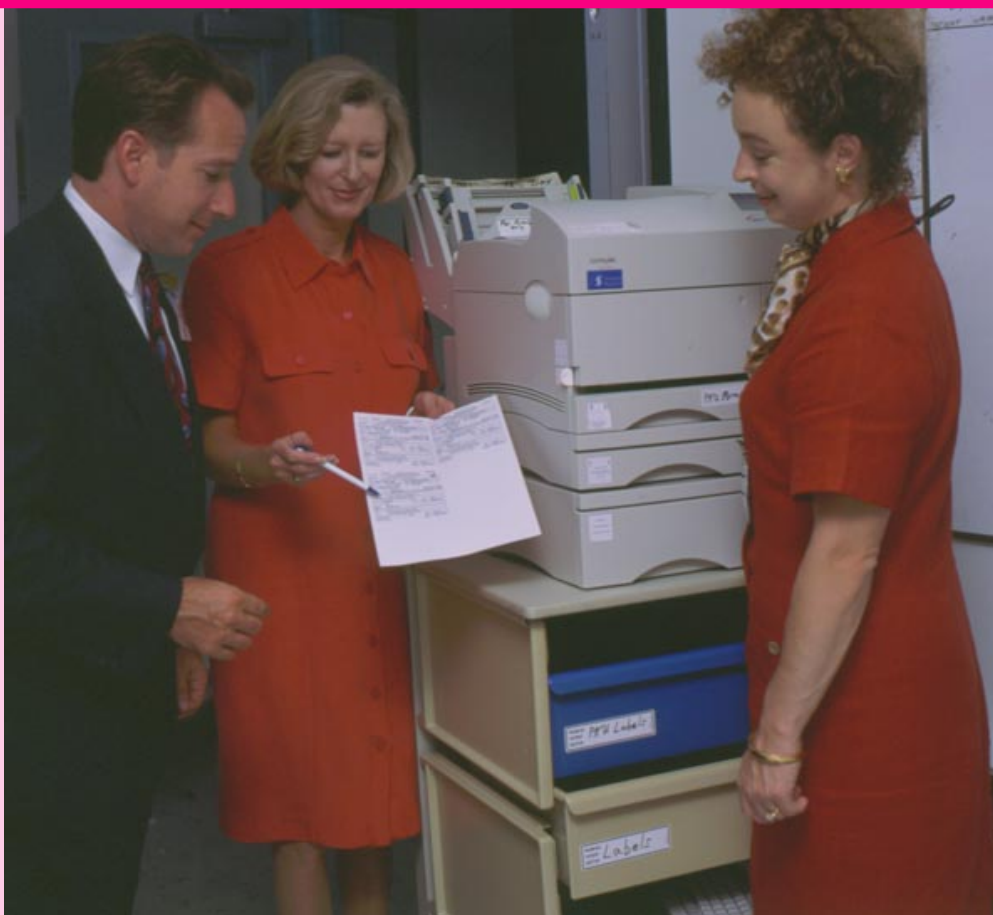


Next, Hempker and Johnson integrated the diverse needs from different departments by configuring Patient LinkUp to provide a single-pass solution to print:

- laser wristband sheets consisting of one band each for baby's ankle and wrist and one for each parent — imaged with baby's last name, sex, mother's first name, baby's medical record number, man readable and bar coded. Twenty patient ID labels are also on the wristband sheet and imaged with the same data — used for specimen labeling, etc.
- Sickle Cell (hemoglobinopathies) forms to satisfy state requirements
- laser sheets with three labels to print PKU (metabolic) information — to be attached to the state forms
- one additional patient ID label sheet
- forms for physicians' orders, reports, etc.

Northside's total solution was becoming a reality. Working in tandem with Standard Register's account team, the next three steps were quickly implemented:

- Customized Patient LinkUp systems were ordered and installed.
- A five-day pilot was conducted with the labor and delivery area.
- Staff completed training on the new baby identification system in February 1998.



Jackie Carrol (center) demonstrates Patient LinkUp's wrist band printing capabilities to Lee Feldpausch and Laboratory Supervisor Jennifer Westerman.

The Short and Long Term Benefits

During the initial stages of implementation, Northside Hospital director of women's services, Melissa Sisson, did an evaluation of Standard Register's program.

"Standard Register baby wrist bands quickly proved themselves to be the cost-effective choice. What's more, cost savings and time reduction were realized in both nursing and clerical functions, thanks to Patient LinkUp."

And now, six months into the new program, Melissa is pleased to share more of the long-term benefits of the program:

"We've already eliminated two armbands, while improving the process of baby-banding. Standard Register's adjustable design fits all babies, even those in the newborn intensive care unit. Banding is done on-time, meaning no blood collection delays. We're also seeing improved specimen labeling, and accurate imaging for the state documentation. Overall, the time savings for the nursing, clerical and lab personnel is greatly improved, thanks to the new automated systems."

Fine-tuning Volvo's Document Engine

Since its first series-produced passenger car rolled off the line in Goteborg, Sweden on April 14, 1927, Volvo has traveled full throttle, evolving into a diversified and distinguished international transportation company. Globally, Volvo divisions manufacture and support cars, trucks, buses, construction equipment, aircraft engines and propulsion equipment for marine and industrial applications.

Safety and quality are core values upon which Assar Garielsson and Gustaf Larson founded Volvo and the basis for the company's reputation today.

Volvo's product line and reputation made its way to North America in 1955 where the company further carved a niche for itself.

In the 1960s, as domestic cars in North America grew longer, lower, wider and more powerful, Volvos, in contrast, were small and 'funky.' Nevertheless, Volvo stood apart from the competition in speed, endurance and economy, adopting the slogan 'drive it like you hate it.'

When crash testing of Volvo cars by the U.S. government in the 1970s led to stricter government safety standards, Volvo fashioned itself as 'the car for people who think,' teasing in its ads: 'It shouldn't take an act of Congress to make cars safe.'

Today, Volvo has a number of diverse companies in North America including Volvo Parts North America, Inc., Volvo Construction Equipment North America, Inc., Volvo Penta of the Americas, Inc. (Volvo's marine division), Volvo Trucks North America, Inc., Volvo Cars of North America, Inc.

Volvo companies in North America employ several thousand people, and true to its reputation, Volvo is once again carving a niche for itself.

Focusing attention internally, Volvo is undertaking a corporate-wide effort to improve its document management and printing processes.

Volvo Parts, North America, Inc.



Volvo Trucks, North America, Inc.



As you might imagine, based on Volvo's diverse array of highly sophisticated products, company employees (particularly within manufacturing and maintenance divisions) rely heavily upon up-to-date product literature and technical manuals. Whether used by employees or customers, a variety of business forms and documents are required to drive Volvo business daily.

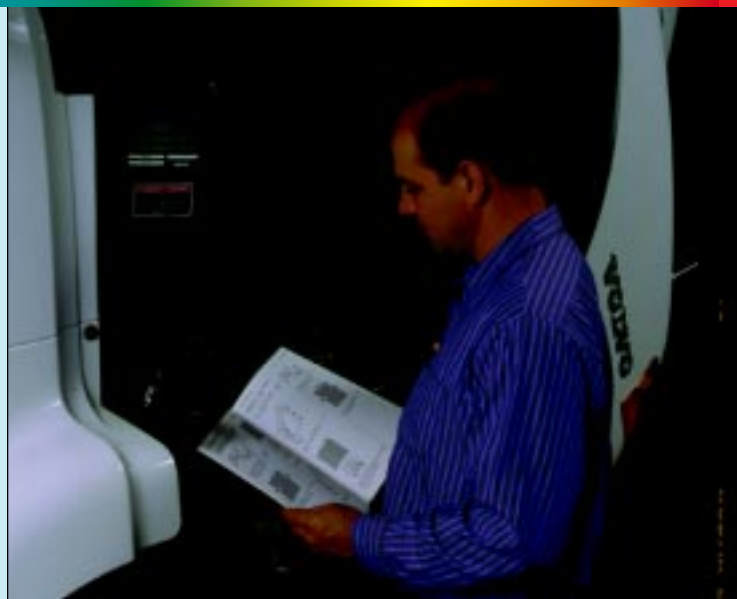
Recently, Volvo found itself looking for a way to reduce costs associated with an overabundance of waste and paperwork. The dilemma: existing Volvo documents were rendered useless with each update. In North America, Volvo used multiple order entry, printing and warehouse facilities to produce

thousands of documents via traditional commercial printing methods, and regularly discarded large amounts of obsolete stock.

Through an expanded partnership with Standard Register, (which complements the document management company's 11-year business relationship with Volvo Trucks North America, Inc.), Volvo is redefining its impact on the transportation industry via an innovative global document management system. Standard Register's relationship with Volvo's Greensboro, North Carolina truck manufacturing division has grown from traditional business forms printing to a corporate-wide, print-on-demand project involving order entry, printing, warehousing and

distribution. This is the first time Volvo's five North American manufacturing divisions have come together for a project of this magnitude — Global Document Management - North America, a portion of Volvo's global project, which could potentially establish Standard Register as Volvo's worldwide vendor.

"Volvo is a progressive company that wants to take advantage of technological innovations," says Roy D. Lane, Volvo's chief project manager-North America. "Standard Register offers a great deal of diversity in the type of equipment used in this project, which requires both high-quality color and black & white printing, and finishing."



Volvo worked with Standard Register Account Director Rick Royall to implement SMARTworks™, a continuum of products and services that helps companies manage documents and processes using Standard Register's "Less-Paper Strategy"™. "We began the process by conducting an overall analysis of Volvo's workflow processes to identify and track which documents were being used for what purposes within the organization," says Royall. "Upon taking stock of all of the documents used by Volvo's participating companies, we established a comprehensive database from which candidates for electronic documents were easily identified." Following completion of this critical first step in Standard Register's three step process — Organize, Manage and Migrate, The "Less-Paper" Strategy® — Volvo companies in North America used Smartworks, along with Standard Register's Mezzanine electronic library and the Internet to electronically store and manage technical manuals, business forms and marketing materials. Upon receiving a print order from Volvo through SMARTworks over the Internet, Standard Register sends Volvo's digital files via the world-wide Web to Standard Register STANFAST® print-on-demand centers.

"The Global Document Management - North America project has allowed us to consolidate and streamline printing processes," explains Lane. "Now, we order only the number of documents we need whenever they are needed [on demand] significantly reducing obsolescence experienced through traditional large-scale preprinting of documents. This unified document management approach has already resulted in substantial savings in both time and money among our North American-based companies."

In working with Volvo group companies of North America to establish a comprehensive document management program, Standard Register is giving the corporate giant an innovative tune up. "Volvo's reputation carries a special distinction within the transportation industry," says Royall, "and Standard Register is proud to be on board."

UV Smart™ Check

UV Smart™ Check is a patented check enhancement feature which allows pertinent check data to be viewed under ultra-violet (UV) light. UV inks are applied to the check when produced, allowing customer-specified fields to be viewed quickly. These fields may include the check number, payee, legal amounts and signatures.

When a check is viewed under UV light, only the fields appear highlighted. UV Smart enables financial

institutions with UV scanners to swiftly verify and image checks. Imaging and verifying checks according to the highlighted fields accounts for only a fraction of the check surface,

streamlining the processes by eliminating large imaged files that are commonly difficult to transfer and read.

UV Smart technology incorporates a unique component within the ink that enables positive identification of UV Smart documents with use of a special authentication device. Counterfeit documents produced with commercially available transparent ultraviolet inks cannot pass this authentication.



Image Seal® 608

The new, high-performance Image Seal® 608 self-mailing system quietly processes standard and legal-size laser cut-sheets at an efficient rate of 8,500 documents per hour. The versatile, mid-range folder/sealer offers a tremendous amount of flexibility for a product its size, and its user-friendly nature is ideal for office use, particularly within busy manual environments seeking to implement automated processes.

Standard Register's IMAGE SEAL® line features special coated self-mailer forms and a diverse array of processing equipment which together provide a pressure-activated seal that is among the most secure in the industry.

Fast and efficient, the 608 streamlines document processing, offering a convenient 250 document infeed/outfeed capacity, simplex and duplex configurations with optional window and return envelope designs, C-, V- and Z-fold capability, and double-sheet/jam detect which reduces time-consuming document jams.



StatementLink™

Transform your printed statements into highly customized on-line communications with StatementLink™, Standard Register's electronic bill presentment service.

Experts predict that by the year 2005, approximately 40 percent of all bills and statements will be presented electronically via the Internet.

StatementLink offers the most advanced Internet bill presentment available — a distinct advantage to your business and a value-added service you can provide to your customers.

Businesses and customers alike reduce paper, postage and handling costs when using StatementLink. Bills are delivered faster and service levels increase via interactive statements and linked Internet resources. As a one-to-one marketing channel,

StatementLink enables you to effectively target customers with special promotions, advertisements and important product and service information. Online-security is ensured with password protection and encryption. Customers receive confidential access and can make prompt payments, easily archive statements and budget by downloading bills directly into personal finance software programs.

Standard Register works directly with you, to create customized statements in a variety of formats. Simply provide us with variable information via electronic transmission or tape, and we will format the statement for the Internet and place it on a secure Web site. Standard Register will then alert your customers via email, notifying them that their bills are ready for viewing.





Providing the Nation's Top Businesses With 86 Years of Innovation

Standard Register is the industry leader in document management and print production. Working together with organizations in healthcare, financial and general business markets, Standard Register offers a full spectrum of technology-based services to transition businesses from paper to electronic documents, combat fraud and streamline document workflow. To meet customers' global needs, we have associates in over 29 countries.

For more information, call Standard Register
at 1.800.755.6405 or visit our website at
www.standardregister.com.





600 Albany Street
Dayton, OH 45408

P.S.

Bulk Rate
U.S. Postage
P A I D
Dayton, Ohio
Permit #1343
