

August 2008

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## Why use products with post-consumer recycled content?

[From the U.S. EPA](#)

### Buying Recycled Products

There's more to recycling than setting out your recyclables at the curb. In order to make recycling economically feasible, we must buy recycled products and packaging. When we buy recycled products, we create an economic incentive for recyclable materials to be collected, manufactured, and marketed as new products. Buying recycled has both economic and environmental benefits. Purchasing products made from or packaged in recycled materials saves resources for future generations.



[From the U.S. EPA](#)

### Using Recycled Products

Creating a strong market for recycled products is key to completing the recycling process or "closing the loop." Consumers close the loop when they purchase products made from recycled materials. Governments can promote buying recycled products through their own purchasing programs and guidelines. Manufacturers can participate as well by using recycled materials in their products.

[From Earth911.org](#)

### Post-consumer Content

Post-consumer content refers to material from products that were used by consumers or businesses and would otherwise be discarded as waste. If a product is labeled "recycled content," the rest of the product material might have come from excess or damaged items generated during normal manufacturing processes-not collected through a local recycling program.

## Deliver a message for less than the cost of a first-class stamp alone

Postcards Have Impact, Print Your Own SM

Blank postcards are an effective, easy and inexpensive way to:

Print out 4 standard Postcards per sheet. Mail out at a lower, postcard rate!

Fast and cost effective way to send a message

Gain Time, Control and Cost Savings

By printing postcards in-house, you can quickly communicate time-sensitive needs, while saving time and cost. And, no special equipment is required. You could mail a postcard for less than the cost of a first-class stamp!\*



### Non-Profits use postcards to:

- \* Keep in touch with members. Reach out for new ones.
- \* Announce special events and fund raisers
- \* Thank donors for their support, which helps with next year's fundraising drive

### Realtors use postcards to:

- \* Announce "Just Sold" properties and open houses
- \* Introduce yourself to prospects by "farming"
- \* Thank clients for their loyalty
- \* Facilitate referral business

### Finance and insurance professionals use postcards to:

- \* Send out quick reminders
- \* Announce new products, special offers, and lower rates

- \* Thank customers for their patronage

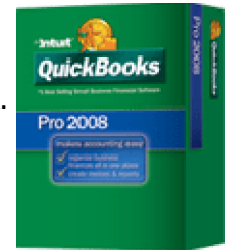
### **Auto dealers use postcards to:**

- \* Announce sales incentives and special offers
- \* Mail out service department reminders
- \* Thank customers for their loyalty

Join other organizations who are customizing postcards and squeezing the most out of every dollar.

## **Print QuickBooks invoices on postcards**

As postal rates go up, the task of invoicing your customers can get expensive quick. One way to save money is to print your invoices on postcards. You not only save money on postage (when using a 5.5" x 4.25" postcard), but you also save time and money by not having to fold and stuff your invoices into envelopes.



For QuickBooks users, it is a relatively simple matter to create an invoice template that can be printed on blank postcards.

[Continue reading "Print QuickBooks invoices on postcards"...](#)

## **Check Out These Websites...**

(In each issue, we'll point you to some websites we think might be of use.)

Everyday News and Information:

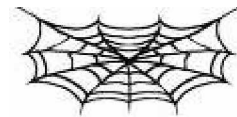
[Time Magazine's 50 Coolest Websites](#)

Business:

[Internal Revenue Service Tax Calendar for Small Businesses and Self-Employed](#)

Lifestyle, Entertainment, and Fun:

[National Geographic Photography](#)



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