

### ***Cell Phone Recycling Simplified with EnvyPak™ Eco-Friendly Mailers***

#### **Targeted Recycling Efforts for Great Causes**

SecondWave Recycling is a San Diego-based organization that offers easy and effective fundraising through the collection and recycling of cell phones. Each cell phone or other personal electronic device that SecondWave collects is either reused or recycled, and the proceeds in turn are sent to the select nonprofit of the donor's choice.

SecondWave President and Co-Founder Ryan Rubel recognized that accessibility is critical to encouraging large donation volumes, so he devised easily sealable mailers to make cell phone donation more appealing. Beyond their utility of carrying up to two phones to their destination, Rubel envisioned the mailers serving a secondary purpose: marketing -- and especially reflecting -- SecondWave's brand message. "We wanted to find a product that was not only an effective marketing tool, but also one that was environmentally friendly," Rubel said.



#### **Insufficient Design Limits Growth Potential**

The initial task to find a mailer that stood up to SecondWave's standards proved more challenging than they had expected. The company had previously worked with another vendor to develop a custom poly mailer, but the results were wholly unsatisfactory. "We weren't impressed by the quality of the print or the material they used," Rubel said of the

competing vendor's product. Durability, print quality and eco-friendliness stood out as pivotal features when SecondWave began to search for an alternative mailer.

### **SecondWave Opts for EnvyPak Mailers**

When Rubel first found the EnvyPak™ product line on Univenture's website, he knew immediately that he had found the high-quality, green supplier he had been looking for. The samples he received confirmed his impression; he commented that the "night and day" improvement in quality of both the biodegradable poly envelopes and flexographic printing could be seen and felt. Furthermore, Univenture was able to offer SecondWave competitive pricing, even for a product more readily recyclable than its peers.

"Univenture provided us with a far superior product and great pricing compared to other companies that we looked at," Rubel said. For these reasons, deploying the next campaign using Univenture's mailers became a straightforward decision.

The specifications required for a cell phone-carrying mailer called for special attention, which is fortunately a key strength of Univenture's methods. "Univenture's associates spent a lot of time not only explaining the process, but also walking us through the development stages to make sure our product was exactly what we wanted," Rubel said. Thorough preproduction testing revealed a potential issue with the weld strength of the initial mailers; rectifying the problem early on saved both parties time and money. "It was Univenture that called attention to the obstacle and made sure the welds were adjusted," recalled Rubel. The final model not only shipped sturdily, it also fit comfortably in countertop displays – all the while clearly communicating SecondWave's message of responsible action.

### **Univenture, SecondWave Continue Business Partnership**

Ultimately the EnvyPak campaign delivered on its promise of sustainability, but the mailers' effectiveness from a business standpoint surpassed all expectations. The eye-



## Customer Success Story

catching design helped Rubel expand his growing brand's reach across the country. "Univenture did an excellent job meeting and exceeding our plans... I can say that everyone who I've spoken to about our mailers is very impressed by the product." SecondWave has already requested a special order for a USO-focused campaign, and the company has planned another reorder for early 2014.

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### **About SecondWave Recycling, LLC**

SecondWave Recycling is an environmentally and socially responsible organization that partners with world-class non-profits to support their fundraising efforts through the collection and recycling of cell phones. Learn how you can setup your own collection program at [www.secondwaverecycling.com](http://www.secondwaverecycling.com).

### **About Univenture Inc.**

Univenture has been inventing and manufacturing consumer and industrial products for entertainment, publishing since 1988. [www.univenture.com](http://www.univenture.com) or call Univenture's corporate headquarters at 800-992-8262.

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