



Welcome to JH Bertrand!

Dear Friend,

Thank you for considering JH Bertrand as your partner. You are VERY important to us. We want to do everything we can to help you make money. Our goal is to be the “easiest”, most friendly company that you have every worked with. Before we became manufacturers, we were exclusively distributors. We haven’t forgotten what made us feel good and what gave us anxiety when dealing with our manufacturer partners. You need decent pricing, good follow-up, good information, reasonable quoting speed, on time delivery, a good amount of attention, something unique to sell, nice margins, account protection and most importantly, respect for the value you are bringing.

We are very appreciative of your sales efforts. Getting the business is the most important thing. I have a formula that I learned young: “Manufacturing minus Sales = Scrap”. A business can’t exist without sales. Getting sales is a time consuming difficult process. It should be respected and well compensated.

It always amazes me when I call a business that seems like they are doing you a favor by answering the phone. I can promise you that you will NEVER get that attitude from us. As the owner of JH Bertrand, I am active in the business and am available to discuss any account with you. One of our greatest strengths is the time we take to strategize with you on accounts. PLEASE take advantage of it. We love to take the time to find the unique position that will allow you to penetrate the account. With that said, we aren’t excited about quoting label systems that are already being produced. Our analysis shows that those battles are rarely won unless there is a service or product problem. Our forte is making something new that offers the customer real value.

Our booklet label niche is a dynamic, growing, and creative business sector. Multiple languages, government regulations and the need to give better instruction on product is driving consistent growth. RFID is complimentary and will offer even more growth.

In this document, I have listed the answers to frequently asked questions. If you see something I haven’t addressed, please call. We look forward to a profitable and fun relationship.

Sincerely,

Jeff Bertrand
CEO

Why should I consider JHB for booklet labels? It's focus, variety and attitude. We are FOCUSED on Copy Expansion Labels which means we have a lot of knowledge and "know how" about the subject. It's a lot more complex than it looks. We have spent years learning all the nuances of booklet labels. Our competitors make a type of laminated booklet label, but we make a variety of laminated booklet labels AND a huge assortment of other copy expansion labels that are completely different such booklet labels for curved surfaces (Lam to Liner), short run booklet labels, coupon constructions, multi insert encapsulations and taped products. With variety, you can offer your customer the best solution to match his/her budget and application. We say attitude because we love what we do. Our staff frequently gets complemented on how easy and nice they are to deal with. Being treated well makes your job easier. I am very proud of our helpful attitude!

Will you accept offset printing to convert into booklet labels? Yes!!! We frequently receive flat or folded sheets to convert into booklet labels. We can also do it for our encapsulations and neck hangers. This gives you the chance to use your own printing equipment or your local printer. We become your bindery. This flexibility gives you more control! With this said, the majority of customers want us to provide a turnkey solution.

Can you send me samples? We have a beautiful sample kit with "tons" of samples and literature. We call it the Big Kit. It's free. Please click on "Free Big Kit Sample Kit" on the front of our website or look for the Free Big Kit links on the left side of each web page.

Do you sell direct? Yes. Our direct business is handled by a small sales force, but has never been a conflict for our distributors. We like to defer to our distributors where possible. Because our greatest challenge is finding applications, we need both direct and distribution to have a balanced, healthy company.

What special things do you do for your distributors? We love to spend time strategizing with our distributors. We enjoy analyzing accounts to figure out how we can really add value. This means we do a lot of Free R&D. We don't mind making lots of samples to help your customers figure out what they are looking for. You'll find this part of our personality to be unique. Also, Keith Schwertfeger, our Business Development Director, is available to give your sales staff a mini seminar on our products over the phone, on video conference or in some cases, through a direct visit. Our seminars are free and very helpful.

How flexible are you with new design requests? We love making new label constructions. With laminates, folding patterns, base labels, varnishes, glues and special die cuts, there is a huge variety of combinations available to make something totally unique. We especially love making things other companies don't want to make or can't make. We have both "on press" and "off press" capabilities. By combining labor and equipment, you can make things that competitors could only dream of making. Don't worry about how "crazy" an idea seems, pass it by us. You never know. Ninety percent of our products came from those "crazy" ideas.

What is your policy on account protection? Protecting you means a lot to us. Jeff Bertrand frequently is quoting as saying that no piece of business is worth losing our reputation as being an ethical and honest business. Once you bring us business, the account is protected. We will “no bid” any other distributors on any business we are doing with you. If two or more distributors are bidding on the same business which has never been done by JHB, we will bid the same price to all. We used to have a policy of giving the opportunity to the first person who brought us the lead, but we found that we were hurting some of our best distributors so we now quote everyone the same price. Often, price isn’t the deciding factor so we want to reward strong relationships. All communication between you and us is confidential.

Do you blind ship? We are tailoring our business to your needs. We think blind shipments are one of the most important things we can do for you. So the answer is a big Yes!

Do you bill directly for distributors? Yes, we are happy to do that. You will get a copy of the bill. When we get paid, we send you the commission we agreed on. And, please don’t be shy about showing us a mark-up. It doesn’t bother us in the least. The more you make, the better.

Will you make conference calls or accompany me on a sales call representing my company? Yes. We are experienced at this. We do it all the time. If the opportunity is large enough for a personal visit to the company, we’ll be there.

Will you ballpark quotes when I just need a very general idea of pricing? Yes absolutely! We know there are times that you need a quick price for a customer who needs something. No problem.

How fast do you turn quotes around? Depends on the complexity of the project. Typically, we turn quotes in 24-48 hours. Our projects are usually complicated. It takes multiple steps to make our products so we need the time to prepare the information.

Do you offer pressure sensitive labels? We do if you are already buying something else. Our niche is booklet labels and related copy expansion. We don’t want to water it down by offering something everybody else offers. With that said, many of our customers want a “one stop shop” so JH Bertrand will provide competitively priced pressure sensitive labels.

My customer is a pharmaceutical company. Do you have the proper procedures and standards? We do. Click on the cGMP link on our home page. (There is a little red cross symbol) You will see pictures and an explanation of our pharmaceutical capabilities. They include SOP manufacturing, cages, line clearance, validation, and etc. We have all kinds of vision inspection systems throughout our plant including OCR verification. We have gotten very good marks on audits. View our Zig Zigar video on JH Bertrand’s home page to see our medical capabilities.

Do you reduce your prices for distributors? Yes, absolutely. Distributors get special pricing. Our price reductions range from 3% to 12% depending on how complex the project is. It also We don’t have price lists, however. Every job is custom.

How competitive is JHB? Tough question to answer. Most of the time, we are even to slightly higher. Sometimes, the customers are really excited about our price and others leave them asking how we could be that far off. It all just depends. Is the competitor running the job to keep the press running or are they pricing it as a value added partner? Is the competitor trying to “buy” the business with very low pricing? We price as value added partners. We never try to buy business. We don’t try to make it up on volume or “if come.” We don’t lower our prices to get jobs to keep equipment running. Our success has come from solving problems, creating unique products and giving our customers good consultation. If we do the job right, your customer gets a booklet label that works right. We all know what happens when a label construction isn’t designed for the application. It costs everyone and could cost you the account.

What is your typical lead time? 12-15 working days from approved proof. We do a lot of emergency deliveries as well.

I have had problems before with getting my labels on time. How is JHB about meeting delivery dates? One of our strongest best qualities frankly. We are “psychotic” (in a positive way) about shipping on time. Our company started in the AG Chem industry where making deliveries was critical. If we didn’t deliver, they couldn’t ship which could cause a multi million dollar loss. Our culture grew up on delivery. It’s ingrained. We make deliveries!

Can I get a mock-up of my idea? We love to make mock-ups. It helps us to insure good communication between us, you and your customer.

Do your samples have JH Bertrand on them? No. We purposely leave it off. Protecting your brand is important us.

Everything looks good, but what is the downside to booklet labels and other copy expansion products? Finding the application can be difficult. It’s a niche product. Not everybody needs it. If it’s a multilingual issue, companies may try to make different country labels increasing their SKU’s rather than using a booklet label. It’s all about preference and corporate philosophy. Therefore, you must dig to find these opportunities. The other major challenge is cost. Booklet labels cost many times more than pressure sensitive labels. Sometimes, customers are shocked at the cost if they haven’t had any experience with them. However, there aren’t too many alternatives. If your customer’s product needs to carry a volume of regulatory, multilingual, legal, sales and instructional copy, what else are they going to do? With all that said, it’s a growing market. Just think about the multilingual challenges alone. We have some customers who need 34 languages on each product!!! Most decide not to print a label for each country because it’s too much a pain to track all the different labels. It’s much neater to put it in one label for all countries.

Do you have printing equipment? No. We are a flexo converter, die cutter, folder, assembler and combiner of pressure sensitive and paper related materials. We focus exclusively on converting “materials” into booklet labels and other copy expansion products. We buy millions of dollars in printing from our local and regional printer-partners. Printing also comes from our customers and distributors. Our printer partners are very competitive and quality oriented.

Is it true that you don't typically like to quote existing booklet labels? Yes. Let me explain. Quoting for quoting sake rarely gets business because satisfied customers usually need significant price reductions to move the business. We don't sell on price. We sell value and service. The best projects are ones where there is a defined competitive advantage (in other words PAIN) such as the following: your customer wants to consolidate with you; your customer has a new project; your customer doesn't like the quality that they are getting from your competitor; your customer needs better care and attention than they are getting from your competitor; your customer wants or is receptive to a modification that makes the project new and etc. We are happy to quote existing projects with strong competitive advantages.

I am very picky. How am I guaranteed to get a quality product? I think the most important thing we can do is design the project right in the first place. We are very heavy into specs and questions. We will request the copy of the text and the product container. We will also make mock-ups where necessary. And, at times, insist on a trial run. Designing it right ensures a good quality job.

There is much more than what we have provided here. Call us today so we can finish the conversation. Thank you again. We look forward to hearing from you.

Please call Keith Schwertfeger or Jeff Bertrand for any questions that weren't answered in the FAQ. Thank you. We look forward to hearing from you!

716-631-9201

Our website home page is found at jhbertrand.com and bookletlabel.com