

customer-supplied paper

Most catalogers realize that paper is responsible for 50% or more of their total production costs. With catalog budgets tightening, many of our clients are inquiring about advantages that may be found by supplying paper directly to their printer. Recent movement in the paper markets has mills and merchants continuing to move toward a "direct-to-end-user" supply chain. At Catalogs America, we are aware of these trends and have worked closely with our largest supplier of paper, Websource (Division of Unisource), to offer you a truly unique program that will combine the many advantages of buying direct with the security of a purchase program backed by your printer. Our paper supply model, PaperPartners, offers the following advantages:

CATALOGS AMERICA
PaperPartners



Cost Savings

Price markup from catalog printers and secondary merchants can range from 3-15% in the web catalog printing industry. Through PaperPartners you can purchase paper at the same price point as the largest buyers in the industry with no printer markup.

Credit Terms

Standard terms available from Unisource/Websource for paper purchased through PaperPartners are 2% 30 days, net 31 upon approved credit.

Flow of Information

Tracking of delivery, handling and inspection are offered through detailed reporting. Inspection and handling is billed at a cost of \$.005 per pound delivered.

Allocation

Mills will recognize the paper purchase from your catalog and allocate future deliveries to you, not your printer. In paper markets where demand is strong and supply is tight, you will be sure in your ability to get paper.

Access

Unisource/Websource distributes over 3.5 million tons of paper per year and has access to every domestic and foreign mill. Unisource/Websource is the single largest customer of most of the major mills in the marketplace today. Being a part of PaperPartners means you'll reap the benefits from the buying power of the largest paper distributor in North America.

Backing

All sheets sold through this program receive full mill backing including replacement and credit for spoilage and overrun/ underruns. Any lost press time due to paper imperfections will be absorbed by Unisource/Websource and Catalogs America.

At Catalogs America, we believe that your printer plays a pivotal role in the decision to supply paper. A willingness to forego a potential profit source is a stance not often taken by printers in today's marketplace. We, however, have always found long-term advantages in looking out for our clients' best interests. Contact your Catalogs America salesperson today and let PaperPartners provide relief for a tightening budget.

CA
Catalogs America®

One American Place • Gordonsville, VA 22942 • 1-800-289-4602 • www.catalogsamerica.com

