

Why paper costs are rising

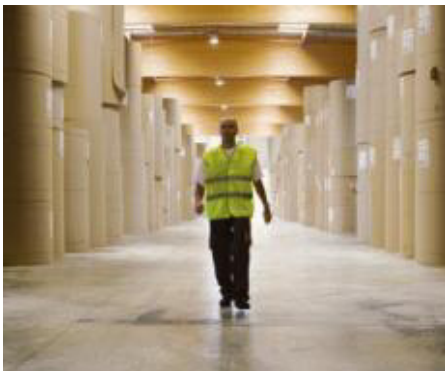


Increased operating costs & lower operating capacity



A Word About Paper Prices

Like so many other products, paper has experienced several recent price increases. Here are a few words about why that has happened, what we're doing about it, and what you can do about it.



Low inventories

Why Paper Costs Are Rising

- Increased operating costs by the paper mills. These costs include natural gas (up as sharply as oil), fuel, labor and pulp.
- Lower operating capacity. For various reasons, paper mills have reduced operating capacity over the past several years, resulting in less ability to fill demand.

- Low inventories. Inventories are currently low, leading to higher prices.
- Unfavorable exchange rates. The paper business is global, and the weak U.S. dollar has led to higher prices relative to foreign currencies.



Weak dollar against foreign currencies

See other side for some simple solutions to this problem

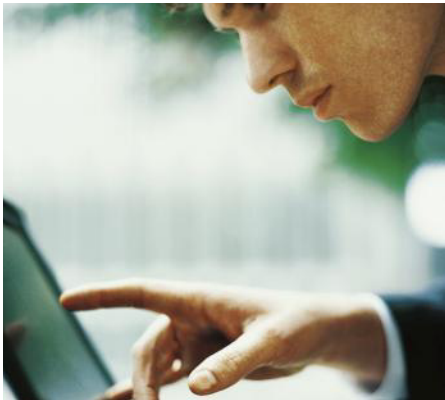
What We're Doing About It

In keeping with our consistent approach of searching for the best production solutions for your business at the lowest cost, we are doing everything we can to find economical sources of paper supply, and also more economical ways of delivering paper to you. And please keep in mind your lowest “delivered cost” when you buy paper; with the current price of gasoline, sometimes it's not economical to pick it up yourself from a source claiming to have the “lowest price.” Plus, be careful to match quality and paper grade to price claims.

Simple solutions to reduce paper usage



Use a less expensive stock for larger print runs



Instead of printing out emails, view them directly on your computer

What You Can Do About It

Using paper more efficiently in your organization can save you money and help the environment, too. Here are a few ideas:

- Instruct your employees not to unnecessarily print out emails and attachments. Do they really need that paper on their desk? Why not just look at the document on their computer?
- When printing PowerPoint presentations, use the setting for “Handouts” and print several slides to a page.
- Copy on both sides of the page.
- Use the right paper for the right application. Higher grade papers can make a better impression but are more costly and should be used sparingly. Always use lower grade papers for large print or copy runs.
- For full color documents in PDF form, ask people to view and read online rather than printing out.

As one more step in the cost reduction process, ask us for a “paper survey” for your business. We'll analyze what paper you're using, how you're using it, and what we can do to help you control costs. We're your expert source for paper—and nearly 40,000 other products—to keep your business running smoothly.



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