



# The Rap Sheet

Your source for news on the paper industry

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## Did You Know?

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## The Advantages of Digital Carbonless Paper

We encounter digital carbonless paper every day. It's the white/yellow/pink multipart form you see everywhere. It could be the purchase order you completed, or the receipt at your local automotive quick lubrication spot or a form in your doctor's office. This is a big market, and one that provides dealers with a big opportunity.

Digital carbonless paper allows end users to print their forms "on demand." They can run this stuff through a copier or laser printer. But many, probably most, end users instead turn to a local printer for their multipart forms. And this is where an office products dealer can provide a lower cost solution for their customers and find a high margin paper opportunity for themselves.

### A Dealer Solution

A dealer can provide a better solution for his/her customers than a local commercial printer when it comes to sourcing digital carbonless paper. Basically, the dealer solution comes down to offering cost savings, flexibility and a reduction in waste.

Let's walk through an example of how a dealer can save his/her customer money on digital carbonless paper using a 3-part form to illustrate. A customer going to a local commercial printer may pay around \$0.30 per 3-part set. In United's January "Consumer" General Line Catalog a 3-part set from Imation/Nekoosa is consumer priced (level 3) at \$0.11 per 3-part set. So a dealer could save their customer about 63% from what a local printer would charge.

To be strictly apples-to-apples, it should be noted in the above comparison that the forms in United's catalogs are blank whereas the local printer has printed the customer's information on their forms. But this is actually another opportunity for a dealer to provide a solution. The local printer is going to have order minimums per printed form. By selling blanks and allowing the customer to print on demand, a dealer can save the customer from ordering large quantities of a form that could become obsolete before it is finally consumed. Using blank forms, the end user can print just what they need, when they need it, using a laser printer at their desk.

### Help is Available

While at first glance it may appear to be difficult to produce one's own multi-part forms, with a little explanation it is really quite simple. To help dealers understand digital carbonless paper lingo like "coated front and back," "straight" or "reverse" and to help dealers pursue this market opportunity call United's Paper Specialists toll-free at (888)PAPER60 (888-727-3760) or email [PaperRap@ussco.com](mailto:PaperRap@ussco.com).

## Weyerhaeuser Selling Off Its Mills?

*Weyerhaeuser continues to talk about selling off their manufacturing assets to instead concentrate on their timber producing operations. Please see below for more details.*

### **Weyerhaeuser considers alternatives for fine paper business**

FEDERAL WAY, Wash., April 26, 2006 (Press Release) - Weyerhaeuser Company today announced that, as part of its strategic review, it is considering alternatives for its fine paper business. The alternatives range from continuing to hold and operate the assets to a possible sale or other disposition.

The company said it is in active discussions with several parties, but there is no assurance that these discussions will lead to an agreement or result in a transaction.

"These are excellent assets operated by dedicated and knowledgeable employees who continue to make these mills among the best in the white paper industry," said Steven R. Rogel, chairman, president and chief executive officer. "I appreciate our employees' ongoing efforts to work safely and serve customers while we complete this review."

## Third Paper Price Increase?

The paper industry may announce another increase this year. Speculation is for early Summer for \$3 /cwt to \$4/cwt. A major domestic mill floated an increase on May 11, but it remains to be seen whether it will hold.