

Values a MERCHANT PROVIDES

Supply chain management and logistics are integral in running any efficient operation. However, these should not define the operation or its mission. Rather, our organizations are strengthened when we focus on how our product can benefit those we serve. While paper was invented by the Chinese in 105 A.D., merchants quickly became an integral part of its history, bringing paper making to other parts of the world and helping to develop its variations and uses. From beautifully crafted invitations and hand written notes on luxurious paper, to complex printed pieces using specialty inks and finishes, paper continues to bring joy to people's lives. So long as there is paper, there will be a merchant to tell this story.

- 1.** Merchants have a deep understanding of Paper and Print. They introduce new products, share best practices, foster creativity, and support the value of print.
- 2.** Merchants provide one stop shopping for breadth of product to today's Printer. Merchants stock local inventory and bundle Paper, Packaging, and Wide format solutions.
- 3.** Merchants provide business credit enabling customers to grow, build inventory, and manage cash flow.
- 4.** Merchants provide Supply Chain Efficiencies through Ecommerce ordering, logistical services, inventory management, and reporting tools.
- 5.** Merchants supply samples and support printers in making the correct color, weight, and texture selections. Merchants also provide technical support pre- and post-press.
- 6.** Merchants have strong relationships with mills. They negotiate supply programs, manage service, and communicate industry trends.
- 7.** Merchants provide educational support, host paper schools, and share market intelligence within the print community.
- 8.** Merchants actively promote the sustainability of paper and print to the local community. Merchants support organizations like Two Sides and the Paper & Packaging Board, promoting fiber based sustainability options.
- 9.** Many merchants provide custom sheet converting, storage, and fulfillment services.
- 10.** Some merchants have paper stores, focusing on smaller-end users and retail customers. These stores provide just-in-time and pick-up solutions.