

WHY WORK WITH PAPER MERCHANTS?

The Value that Merchants Bring to their Customers

- 1. Merchants have a deep understanding of the product and application of that product.**
- 2. Merchants can supply samples with which both a printer and his client can make the correct choice of color, weight or texture of paper for a project.**
- 3. Merchants provide local inventory so printers can turn their job in a timely fashion.**
- 4. Some paper merchants offer converting services, allowing customers to get special sheet sizes almost as quickly as standard sheet sizes.**
- 5. Merchants help solve problems when their customer runs into difficulties concerning performance on and post press.**
- 6. Often, merchants are responsible for managing their customers' inventories.**
- 7. Merchants traditionally have strong relationships with their supplier that can be leveraged to help customers when they run into complications with pricing and delivery.**
- 8. Merchants can negotiate on behalf of their customer to help them secure new pieces of business.**
- 9. Merchants can expose their customer to new products, printing techniques and creative ideas.**
- 10. Merchants provide education in the form of paper school to help their customer understand the differences in paper and how to distinguish quality from price.**
- 11. Many merchants have stores, which can be a conduit to the smaller-end user and retail community. These stores also provide a just-in-time solution to the creative community at affordable prices.**
- 12. Merchants can act as a storage and fulfillment service for customers with limited space.**
- 13. Merchants actively promote both the power and sustainability of paper and print to the local community.**
- 14. Merchants fill the communication gap between end user, printer and mill to distinguish paper as not just a product, but a message.**