

Tips for Selling *specialty* EDUCATION PAPERS

Are your local school districts and universities utilizing tablets and laptops? If so, read on!

At first glance you may be thinking, if schools are using electronic devices, then why would they need paper? Even with the adoption of digital textbooks, teachers still use supplemental, custom-printed **paper** workbooks in which they select core content to further aid their students. These workbooks are typically perfect bound or spiral bound and are usually produced in-house or by print service providers.

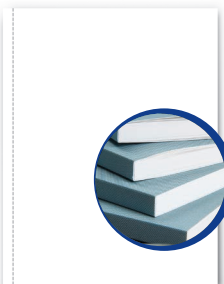
Making the workbooks typically means purchasing standard copy paper and spending countless hours punching, perforating, cutting and binding the printed pages into an assembled product. *But we will let you in on a little secret; for a small upfront investment, your customers could be saving a considerable amount of time and money in the long run!* How? **Pre-perforated** and **pre-punched** specialty papers eliminate the considerable expense of labor and overhead involved with manually converting plain paper into workbook paper.

THE PROBLEM

Workbooks are valuable but not cheap. The least expensive part of a workbook is the raw material (paper, cover and binding). Far more expense is devoted to the labor and overhead involved with the assembly of the finished product.

Most coil binding machines can only punch about 25 sheets at a time - so when you have to make 1000's of workbooks for an entire district or university (each semester!) - just imagine the time and labor investment. Mis-punches and other production issues can cause reruns, so there is waste that has to be considered for every job. And even if the printing equipment can punch in-line while running, it slows the speed of the machine and the punches are not always accurate.

In addition, perfect bound booklets often have perforations $\frac{1}{2}$ " from the left edge so that students can tear out and remit assignments. When producing this type of booklet, the pages are typically printed first and then sent through a separate machine to be perforated. One mis-perf, or paper jam can cause an issue with page order thus creating the need for reruns, paper waste and worker frustration!



$\frac{1}{2}$ " perf papers are used in perfect bound booklets



43/44/GBC punch papers are used in spiral/coil booklets

Sales on these items have grown 30% year over year!

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THE SOLUTION

Standard copy paper is often sourced due to generally low cost, availability and awareness. Most people are simply not aware that specialty papers are available as stocking items ready for immediate delivery. You can be the *hero for education* with **pre-punched** and **pre-perforated** papers. Specialty paper is a higher initial investment compared to copy paper, but the time they will save in labor, waste and reruns will be well worth the investment. And, it's pretty easy to demonstrate the savings to your customer!

The Benefits of Pre-punched and Pre-perforated Papers:

- Save time, money and frustration by eliminating the need for manual punching and perfining
- Pre-punched and pre-perforated papers are manufactured with clean, crisp, straight punches and microperfs
- Punched and perforated papers are dust and debris free and lay flat making them ideal for both desktop and high-volume production printing and copying
- Available in a number of formats and configurations and can be customized to specific needs

Help Your Customer Calculate the Savings with Education Specialty Papers

For example, let's say they were producing spiral bound workbooks . . .

Using Standard Copy Paper

Cost for # cartons of copy paper	\$ _____
Cost for printing/copying	+ \$ _____
Cost for # spiral coils	+ \$ _____
Cost to manually punch (<i>hours & hours!</i>)	+ \$ _____
Cost to bind/finish each book	+ \$ _____
(1) Total	\$ _____

Specialty Punched Paper

Cost for # cartons of specialty paper	\$ _____
Cost for printing/copying	+ \$ _____
Cost for # spiral coils	+ \$ _____
Cost to bind/finish each book	+ \$ _____
(2) Total	\$ _____

1-2 = TOTAL SAVINGS OF \$ _____

Plus consider the time savings! No more manual punching!

THE OPPORTUNITY

With the switch over to tablets and laptops, the need for specialty papers in education is growing. On average districts up to 30 schools* use about **1 truckload** of specialty paper per semester. Larger districts could use **6 truckloads or more** of specialty paper per semester.

There are over 100,000 schools in the US - if your districts are utilizing new technology, be sure to talk about money and time-saving specialty papers on your next call!

SP Richards is now stocking PrintWorks Education Specialty Papers - please see below for details.

**The school counts include elementary, middle & high schools*

How to Make PUNCH + PERF = PROFIT:

- Determine if your education accounts are using tablets or laptops
- Identify and connect with Print Center Manager and/or Purchasing Manager
- Find out if workbooks are being created and produced
 - In-house or outsourced?
 - Perfect binding or spiral binding?
 - Plain paper or specialty paper?
 - Volume?
- Develop cost comparison - specialty paper vs. standard copy paper



PrintWorks[®]
Education Specialty Papers Are Now Available Through SP Richards

Item	Format	Size	Wt.	Color
PRB04114	1/2" Perf from Left	8 1/2" x 11"	20#	White
PRB04328	GBC 19-Hole Left	8 1/2" x 11"	20#	White
PRB04144	Spiral 43-Hole Left (4:1)	8 1/2" x 11"	20#	White
PRB04145	Spiral 44-Hole Left (4:1)	8 1/2" x 11"	20#	White