

## Top 10 Reasons NOT to Supply Paper to a Printer

**Supplying paper to your printer might sound like a good idea on the surface, but be sure to consider all of the potential problems you could incur.** If you need some help, here are 10 reasons to get you started:

- 1. Removes Responsibility from the Printer.** You become responsible when something goes wrong with the transaction - wrong paper, late delivery, wrong quantity, bad quality, etc. Any of these can cause extra expense and delays in your job, which can grow exponentially if they cause down press time.
- 2. Cash Flow.** You'll owe the paper broker 10-20 days after the printer receives the stock, which can be up to two weeks prior to the press date. Your printer likely won't bill you until after the first mail drop date.
- 3. Limited Flexibility.** Being prepared for an increase in quantity means having extra paper on hand. If you don't need it, or if your run decreases, you pay for the excess - plus storage.
- 4. Printing Companies Know How Their Equipment Performs.** Press performances vary, and printers have the manufacturing expertise to know which brands and special formulations optimize their equipment's output.
- 5. Variable Costs Make Savings Difficult to Predict.** Variable costs such as basis weight variance, mill overrun allowance, printer's spoilage allowance and handling charges can and will impact the total amount paid for paper, which can be confirmed only in hindsight.
- 6. Quality Assurance.** When you supply paper, there is the potential to unknowingly purchase obsolete, hard-to-replace stock. This could lead to a problem where the mill maintains the paper is good, the printer insists it's below standards, and the problem is yours to resolve.
- 7. Inefficient Purchasing.** High-volume printers are able to bundle multiple orders, which lowers manufacturing costs. Additionally, if you buy your own paper, you run the risk of receiving sheets from the end of roll logs, which tend to not run as well on press. Extra running time is your responsibility.
- 8. Performance History.** High-quality printers diligently maintain histories on the performance characteristics of various papers on each of their presses, allowing them to monitor the quality and run-ability of the paper they purchase, hence, the end product. Supplied paper comes with no such history.

**9. Increased Exposure.** Once you purchase paper, it becomes your property. If anything unexpectedly changes in the market that results in your organization not needing the paper, the responsibility to find a buyer is yours. Unless you're in a very hot market, expect to take a loss.

**10. True Savings.** A broker may claim to be able to help you take advantage of falling prices, or, conversely, to lock into a current market price in a rising market. Be aware that mills are not locking prices in the current market. Generally speaking, the time, risk and money invested are substantially reduced when the printer supplies the paper - regardless of market conditions.