



AMERICA'S PRODUCTIVITY PARTNER

**Do you know that paper comprises 40%
(or higher) of your overall print spend?**

DIRECTED PAPER PROGRAM

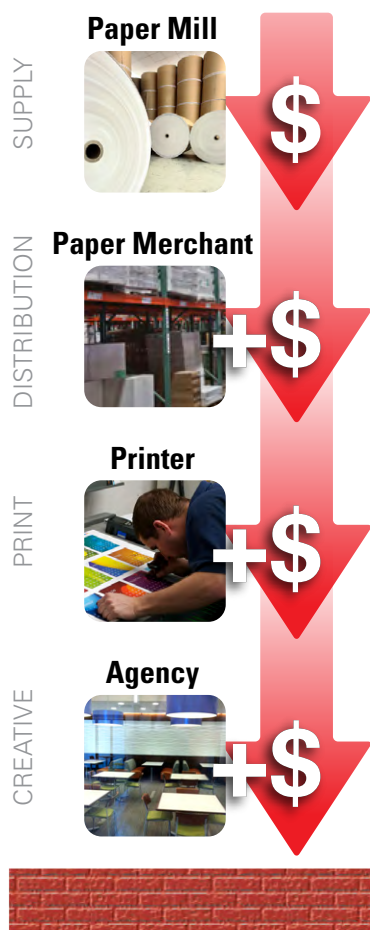
The GBS Directed Paper Program provides unprecedented control, tracking and measurement of all components of your corporate paper spend

DETAILS INSIDE

GBS Directed Paper Program

With the backing of our consolidated buying power, you now have unprecedented control over your paper supply chain. See the difference in how things have traditionally been done versus the GBS Directed Paper Program:

The Current Model:



YOU

As the end user, you are isolated behind a layered wall of resellers. You have no visibility into actual costs and limited control over the consistency of the end product.

The current model puts you at the end of the paper supply chain.



The GBS Directed Paper program moves you from behind the wall of isolation and puts you in the center of the entire paper buying process. You now have complete control over every facet of your paper spend, ensuring consistency, accountability, and most importantly, direct positive impact on your bottom line.

The GBS Directed Paper program puts you in control of the paper value chain.

How it Works

- GBS negotiates paper pricing directly with paper manufacturers. These costs are significantly reduced based on our buying power as a consortium.
- Your print suppliers are still an integral part of your supply chain. The difference is, we have lowered paper costs with direct-from-the-manufacturer pricing.
- When a job is ready to be quoted, our program provides your print vendors the actual cost for the paper they will be using. This allows them to quote on what they do best — putting ink on paper.
- The printer will still purchase the paper on your behalf, unless decided otherwise. Your paper is delivered by our national merchant partner, but without the corresponding reseller fees. Since we are sourcing directly from the manufacturer, we will provide robust tracking and aggregate reporting on your entire paper supply chain.

Why it Works

GBS is a full-service print management company. We provide full national distribution and have participation from major paper mills. The Directed Paper Program brings the leverage of Fortune 100 companies to organizations of all sizes.



The Paper Mill

...is excited to have direct access to you — the end user.



The Paper Merchant

...becomes a value chain facilitator with costs aligned to value-added services being provided.



The Printer

...can now focus on core competency of putting ink on paper.

Direct Benefits

Reduced Overall Print Spend

Paper can encompass as much as 40% (or higher) of your overall print spend. GBS provides you the needed control and transparency without you having to lift a finger.

Brand Consistency

Mill, brand and paper grade are aligned to specific print collateral each and every time. No more local vendors swapping out specified paper for cheaper house stock.

Direct Mill Access

Paper mills are typically isolated from the end user and the corresponding business intelligence that is gained from that relationship. Our mill partners are excited to have direct access to their customers and eager to share their resources and educational opportunities.

Quantifiable Environmental Stewardship

We document chain of custody and produce certification relating to the fiber source (SFI or FSC) as well as Post Consumer Waste percentages (PCW). In the case of an NGO audit, this documentation will save you a great amount of time, money and negative publicity. You'll now have quantifiable metrics into the environmental impact and savings achieved through direct paper sourcing.

SAMPLE REPORT*

SOMERSET WEB
88,000
LBS

ENVIRONMENTAL IMPACT

TOTAL GREENHOUSE GAS EMISSION (CARBON FOOTPRINT) OF 88,000 LBS PAPER
Somerset Web = 24,965 lbs of CO2 emissions
Industry Average = 77,440 lbs of CO2 emissions

According to the EPA's emissions calculator* by choosing to print on Somerset Web as compared to the industry average, the amount of greenhouse gas emissions you avoid are equivalent to one of the following:



2,676
Gallons of gasoline consumed



991
Propane cylinders



16,004
lbs of waste recycled instead of sent to landfills

INTERNATIONAL  PAPER


GLATFELTER

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In addition to our Directed Paper Program, GBS provides print and marketing services programs that are focused on providing cost-effective single-source solutions for all your processes associated with item creative, procurement, fulfillment, warehousing, project management, and management reporting.

Our solutions help our customers maximize their marketing communication dollar through leveraging the key elements of our business model:

- » **Managed Intelligent Sourcing** of all print related requirements
- » **Custom Communication Solutions** focused on increased audience response and revenue generation
- » **Dynamic Item Management** options that offer flexible cost-effective warehousing and fulfillment solutions
- » **Online Solution Portal**, MyGBS for access controlled unbiased management of marketing and sales communication requirements

What differentiates GBS is our:

- » **Unbiased Business Model** that focuses on optimal solutions for our customers
- » **Focus on Total Cost of Ownership**, which encompasses all cost and revenue elements associated with our customer's business success
- » **Dedicated Account Team** approach to program management and solution development
- » **Performance Accountability**, which ensures that our customer's definition of success is exceeded and new opportunities to bring value are clearly defined

We look beyond paper and ink cost to impact other areas that offer cost-saving opportunities and enhance your ability to increase revenue. Our Print and Marketing Services Solutions streamline every aspect of our customer's print and marketing services management process, identifying hidden costs and implementing processes that reduce our customer's overall cost of managing print and marketing service deliverables.

These services and capabilities include:

- Warehousing and Distribution
- Kitting and Fulfillment
- Print Management
- Mail Services
- Data Services
- Promotional Items
- Custom Communication
 - » Personalized Print
 - » Personalized Email
 - » Personalized Websites
- Management Reporting

For more information, contact us at (800) 552-2427 or marketing@gbscorp.com



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GBS is a leading information solutions provider, partnering with some of the world's most established brand names as well as smaller forward-thinking organizations. Across every one of our diverse product and service platforms, we innovate increased productivity for our customers.