

17 and 18 Not Applicable.

19 TYPE OF OPERATION

A. Operations performed (Mark "X" ALL that apply.)

- 0620 294 Publishing
- 300 Printing
- 334 Typesetting/imagesetting
- 344 Platemaking and/or platemaking services
- 299 Postpress services, including binding
- 301 Print brokering
- 465 Embroidering

B. Equipment used (Mark "X" ALL that apply.)

- 309 Lithographic (offset)
- 312 Gravure
- 306 Flexographic
- 302 Screen process
- 328 Quick printing
- 330 Digital printing
- 314 Engraving (printing)
- 304 Letterpress
- 316 Photocopying
- 362 Blueprinting

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20 and 21 Not Applicable.

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If not shown, please enter your 11-digit Census File Number (CFN) from the mailing address.

22 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE

General - The manufactured products and services listed below are generally made in your industry. If you make products that are not listed, describe and report them in the "All other products made in this establishment" section at the end of **22**. PLEASE DO NOT COMBINE PRODUCT LINES.

If quantities are requested, please use the unit of measure specified.

If the information as requested cannot be taken directly from your book records, REASONABLE ESTIMATES ARE ACCEPTABLE.

Valuation of Products - Report the value of the products shipped and services performed at the net selling value, f.o.b. plant to the customer; i.e., after discounts and allowances, and exclusive of freight charges and excise taxes.

If you transfer products to other establishments within your company, you should assign the full economic value to the transferred products; i.e., include all direct costs of production and a reasonable proportion of all other costs and profits.

Resales - Do not report on the specific product lines those PRODUCTS BOUGHT AND SOLD OR TRANSFERRED FROM OTHER ESTABLISHMENTS OF YOUR COMPANY AND SOLD WITHOUT FURTHER MANUFACTURE. Report only a value under Census code 999899 1000, "Resales."

Special Reporting Instructions and Definitions

Commercial Printing - The list of printed products is categorized by kind of printing press used. Report under whatever categories are appropriate for this establishment, beginning with quick printing on line 1, followed by (in this order): digital printing, lithograph (offset), flexographic, screen printing, engraving (printing), gravure, letterpress, pad, and "other."

Print Brokering - If your receipts are for arranging to have printing done for others and you do no printing yourself, report on line 99.

Photocopying - Report on line 97.

Blueprinting - Report receipts on line 98.

Checkbooks (including refills) - Report receipts on line 66.

Labels - Include set-up box labels; defined as being printed or bordered, generally affixed to the package or product (but not containing the product), primarily for identification and/or instructions. Labels incorporate any or all of the following characteristics: gummed or adhesive coated; die-cut or in rolls or sheets; varnished, waxed, embossed, laminated, or otherwise coated. Report unprinted labels on line 85 (if pressure-sensitive) or lines 90 through 95.

Printed Rolls and Sheets for Packaging - Paper, film, and foil items primarily for product protection, but may be formed into a container by end user. Report by type of press used if you are printing without any converting. Report coating, waxing, or laminating, whether or not printing, on lines 88 and 89.

Book Manufacturing Activities - Report books being both printed and bound at this location on lines 73 through 79. Report binding of books printed elsewhere and miscellaneous binding and postpress work done at this establishment on lines 69 through 72.

Manifold Business Forms - Report on lines 62 through 65. "Unit set forms" includes all carbonless, carbonized, or carbon interleaved forms with an original and one or more copies, with or without a stub. "Label/form combination" is any form which incorporates a label into its construction. "Jumbo roll-feed forms" are continuous forms intended for use in high-speed printers; they go to the end user in a roll.

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Line No.	Products and services	Census product code	Products shipped and other receipts		
			Value, f.o.b. plant		
			\$ Bil.	Mil.	Thou.
0734		0730	0731		
1	Quick printing (Report receipts for photocopying on line 97.) . . .	323114 0100			
2	Digital printing	323115 0100			

CONTINUE WITH **22** ON PAGE 8

32371072

22 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Line No.	Products and services	Census product code	Products shipped and other receipts			
			Value, f.o.b. plant			
			\$ Bil.	Mil.	Thou.	
0734		0730	0731			
3	Lithographic (offset) printing					
	Magazine and periodical printing					
4	Magazine and periodical printing (excluding magazines and comics for Sunday newspapers)	323110 1115				
	Magazine and comic printing for Sunday newspapers (excluding printing of newspaper advertising inserts) (Report newspaper advertising inserts on line 14.)	323110 1121				
5	Label and wrapper printing					
	Label printing	323110 3125				
6	Printed rolls and sheets for packaging purposes (printing only) (Report conversions and printing or converting without printing on lines 88 and 89.)	323110 3145				
7	Catalog and directory printing (including direct mail catalogs, business reference services directories, and all other catalogs and directories)	323110 5100				
8	Financial and legal printing					
	Annual report, SEC filing, prospectus, and other corporate financial printing	323110 7125				
9	Bank and bank form printing (including debit-credit slips, ledger and statement sheets, installment-loan coupons, etc.) (excluding checkbooks)	323110 7155				
10	Other financial and legal printing (including insurance forms, briefs, etc.) (Report checkbooks on line 66.) (Specify products printed.) ↴					
		323110 7165				
11	Advertising printing					
	Direct mail advertising printing (including circulars, letters, pamphlets, cards, etc.) (excluding catalogs)	323110 9115				
12	Display advertising printing (including posters and counter, floor display, point-of-purchase, and other advertising display materials)	323110 9225				
13	Signs and displays made of wood, metal, plastics, etc. (Printing of material to be affixed to a sign or display should be reported on line 12.) (Specify primary material.) ↴					
		339950 WYWW				

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CONTINUE WITH **22** ON PAGE 9

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22 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Line No.	Products and services	Census product code	Products shipped and other receipts			
			Value, f.o.b. plant			
			\$ Bil.	Mil.	Thou.	
0734		0730	0731			
14	Lithographic (offset) printing - Continued Advertising printing - Continued					
	Preprinted newspaper advertising insert printing (advertising supplements not regularly issued)	323110 9235				
15	Other advertising printing (including brochures, pamphlets, magazine inserts, shopping news, etc.) (Specify products printed.) ↴ [Redacted]	323110 9255				
	Other lithographic (offset) general job printing					
16	Newspapers	323110 B111				
17	Scientific and technical recording chart and chart paper printing	323110 B116				
18	Calendar, map, and atlas printing (including calendar pads and globe covers)	323110 B125				
19	Playing cards, printed	323110 B141				
20	Printed decalcomanias and pressure-sensitives (self-adhesive) (including bumper stickers, etc.) (excluding labels)	323110 B146				
21	Printing on metal (excluding signs and displays)	323110 B151				
22	Art reproductions and picture prints	323110 B176				
23	Greeting cards, printed for publication by others	323110 B181				
24	Ticket, credit card, business stationery, and all other lithographic (offset) commercial and general job printing (Specify products printed.) ↴ [Redacted]	323110 B195				
	Flexographic printing Label and wrapper printing					
25	Label printing	323112 1A15				
26	Printed rolls and sheets for packaging purposes (printing only) (Report converting and printing or converting without printing on lines 88 and 89.)	323112 1C25				

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CONTINUE WITH 22 ON PAGE 10

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22 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Line No.	Products and services	Census product code	Products shipped and other receipts			
			Value, f.o.b. plant			
			\$ Bil.	Mil.	Thou.	
0734		0730	0731			
	Flexographic printing - Continued					
27	Financial and legal printing (including annual corporate reports, bank printing, etc.) <i>(Report checkbooks on line 66.)</i>	323112 3321				
28	Advertising printing (including direct mail (other than catalogs), display, magazine and preprinted newspaper inserts, brochures, pamphlets, etc.)	323112 3326				
29	All other commercial flexographic printing (including catalogs, decalcomanias, pressure-sensitives (other than labels), customized stationery, etc.) <i>(Specify products printed.)</i> [Redacted]	323112 3392				
	Screen printing					
30	Label printing (including cloth labels)	323113 2100				
31	Printing on garments, apparel accessories, and other fabric articles (excluding labels)	323113 4100				
32	Advertising printing Printed point-of-purchase, counter, window, and floor display materials and advertising posters, inserts, brochures, etc.	323113 6215				
33	Signs and displays (nonelectric) made of wood, plastics, metal, etc. (Printing of material to be affixed to a sign or display should be reported on line 32.) <i>(Specify primary material.)</i> ↴ [Redacted]	339950 3YVV				
34	Printed decalcomanias and pressure-sensitives (self-adhesive) (including bumper stickers, etc.) (excluding labels)	323113 6346				
35	Printing on metal (excluding signs)	323113 6651				
36	Printing on glass or plastics containers for others	323113 6656				
37	All other commercial and general screen printing (including customized stationery) (excluding on textiles) <i>(Specify products printed.)</i> ↴ [Redacted]	323113 6691				

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22 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Line No.	Products and services	Census product code	Products shipped and other receipts		
			Value, f.o.b. plant		
			\$ Bil.	Mil.	Thou.
0734		0730	0731		
38	Engraving (printing) Security	323119 E111			
39	Social	323119 E116			
40	Business stationery and other commercial engraving (printing) (Specify products printed.) ↴	323119 E125			
41	Gravure printing Magazine and periodical printing (including magazine and comic supplements for Sunday newspapers) (Report newspaper advertising inserts on line 46.)	323111 1100			
42	Label and wrapper printing Label printing	323111 3125			
43	Printed rolls and sheets for packaging purposes (printing only) (Report converting and printing or converting without printing on lines 88 and 89.)	323111 3235			
44	Catalog and directory printing (including direct mail catalogs, business reference services directories, and all other catalogs and directories)	323111 5100			
45	Advertising printing Direct mail advertising printing (including circulars, letters, pamphlets, cards, and printed envelopes) (excluding catalogs)	323111 7111			
46	Advertising printing other than direct mail (including newspaper advertising inserts, advertising display materials, brochures, pamphlets, magazine inserts, etc.) (excluding catalogs) (Specify products printed.) ↴	323111 7125			
47	Other general commercial gravure printing (including decalcomanias, pressure-sensitives (other than labels), bumper stickers, customized stationery, business cards, etc.) (Specify products printed.) ↴	323111 9100			

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32371114



CONTINUE WITH 22 ON PAGE 12

22 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Line No.	Products and services	Census product code	Products shipped and other receipts			
			Value, f.o.b. plant			
			\$ Bil.	Mil.	Thou.	
0734		0730	0731			
48	Letterpress printing Magazine and periodical printing	323119 C135				
49	Label and wrapper printing Label printing	323119 3125				
50	Printed rolls and sheets for packaging purposes (printing only) (Report converting and printing or converting without printing on lines 88 and 89)	323119 3119				
51	Catalog and directory printing (including direct mail catalogs, business reference services directories and all other catalogs and directories)	323119 C155				
52	Advertising printing (including direct mail (other than catalogs), display advertising materials, newspaper and magazine inserts, brochures, circulars, etc.)	323119 9100				
53	Financial and legal printing (Report checkbooks on line 66.)	323119 C145				
54	Other letterpress general job printing Printed decalcomanias and pressure-sensitives (self-adhesive) (including bumper stickers, etc.) (excluding labels)	323119 C227				
55	Tag printing (including embossed) and business form printing (excluding manifold, financial, legal, and looseleaf forms)	323119 C228				
56	Ticket, coupon, and food and beverage check printing (including transportation and amusement)	323119 C233				
57	Calendars and calendar pads	323119 C235				
58	Embossing or embossing and printing plastic cards (credit, ID, etc.)	323119 C241				
59	All other general commercial letterpress printing (including customized stationery and business cards) (Specify products printed.) ↴ 	323119 C292				
60	Pad printing (Specify products printed.) ↴ 	323119 J102				

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32371122



CONTINUE WITH **22** ON PAGE 13

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22 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Line No.	Products and services	Census product code	Products shipped and other receipts			
			Value, f.o.b. plant			
			\$ Bil.	Mil.	Thou.	
0734		0730	0731			
61	Commercial printing using a process not previously listed (Report receipts for photocopying, blueprinting, and print brokering on lines 97 through 99.) (Specify the process used and products printed.) ↴	323119 J104				
62	Manifold business forms Unit set business forms of all kinds (including label/form combination, tabulating card sets, and other types)	323116 1500				
63	Manifold books and page and accounting systems (including manifold sales books)	323116 3100				
64	Custom continuous business forms (including label/form combination, jumbo roll-feed, self-mailer, and other types) . . .	323116 5700				
65	Stock continuous business forms (including jumbo roll-feed and other types)	323116 7100				
66	Checkbooks (including inserts and refills) (excluding those in continuous form and die-cut)	323116 9100				
67	Blankbooks (including albums, time planners-organizers, ledger and account books, address books, etc., and refills) (excluding checkbooks and looseleaf types)	323118 1100				
68	Looseleaf binders, devices, inserts, forms, and metals (including post binders, components, and products specifically for use in looseleaf binders) (excluding looseleaf filler paper)	323118 3100				
69	Bookbinding and miscellaneous postpress work Edition, library, and other hardcover binding of books printed elsewhere (Specify kinds of books bound.) ↴	323121 1YVV				
70	Softcover, pamphlet, and other binding of books and materials printed elsewhere (excluding sample books)	323121 5425				
71	Sample books, swatches, and cards (color, carpet, upholstery, drapery, etc.) (including sample mounting)	323121 5531				
72	Miscellaneous binding and postpress work (including collating, perforating, folding, gluing, die-cutting, gold or foil stamping, etc.) (Specify kind of work.) ↴	323121 7100				

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32371130



CONTINUE WITH 22 ON PAGE 14

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22 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Line No.	Products and services	Census product code	Products shipped and other receipts			
			Value, f.o.b. plant			
			\$ Bil.	Mil.	Thou.	
0734		0730	0731			
73	Book printing and binding Textbooks, all grades (K through college and other post high school level), teachers' editions, workbooks, and standardized tests	323117 1600				
74	Technical, scientific, and professional books	323117 3100				
75	Religious books	323117 7100				
76	General, book club, mail order, mass market and other trade books for adults and juveniles (including atlases and coloring books)	323117 1800				
77	Other book printing and binding (including reference (encyclopedias, dictionaries, etc.), university press, music, and all other books printed and bound) (Specify kinds of books.) ↴ <div style="background-color: white; width: 100%; height: 20px;"></div>	323117 9100				
78	Books, printing only, not bound	323117 A100				
79	Pamphlets, printing only or printing and binding (excluding advertising pamphlets)	323117 C100				
80	Prepress services Typesetting, imagesetting, and other prepress services other than platemaking (including color separations and other filmwork for platemaking)	323122 1100				
81	Printing plates and cylinders, prepared for printing (excluding blank plates and blank cylinders) (Report blank plates or blank cylinders on lines 90 through 95.) Lithographic	323122 3106				
82	Flexographic	323122 3117				
83	Gravure	323122 3126				
84	Other plates prepared for printing (excluding blank plates) (Specify kind of plates.) ↴ <div style="background-color: white; width: 100%; height: 20px;"></div>	323122 3192				
85	Pressure-sensitive products, unprinted	322222 5800				
86	Embroideries (excluding Schifflli machine products)	314999 6210				

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CONTINUE WITH **22** ON PAGE 15

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22 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Line No.	Products and services	Census product code	Products shipped and other receipts			
			Value, f.o.b. plant			
			\$ Bil.	Mil.	Thou.	
0734		0730	0731			
87	Etching and engraving metal nameplates	332812 0808				
88	Coated and laminated packaging paper and plastics film for flexible packaging uses: converting and printing or converting only (excluding foil and film-on-film laminations) (Specify kind of paper and plastics film and its use.) ↴	322221 WYWW				
89	Plastics film rolls and sheets for flexible packaging uses: converting and printing or converting only (including plastics film-on-film and metalized film on film) (Specify kind of plastics film and its use.) ↴	326112 WYWW				
90	All other products made in this establishment (Specify and report each product with sales value of \$50,000 or more that cannot be assigned to one of the pre-listed products and services. For all remaining products, write "Other" and report a single total value.)	18				
91		26				
92		34				
93		42				
94		59				
95		67				
96	Resales - Sales of products bought and sold without further manufacture, processing, or assembly (The cost of such items should be reported in 16.)	999899 1000				
97	Receipts for photocopying and duplicating	999899 9054				
98	Receipts for blueprinting services	999899 9057				
99	Receipts for services as print broker	999899 9060				

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22 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Line No.	Products and services	Census product code	Products shipped and other receipts			
			Value, f.o.b. plant			
			\$ Bil.	Mil.	Thou.	
0734		0730	0731			
100	Sales of scrap and refuse	999899 9003				
101	Other miscellaneous receipts (including receipts for repair work, etc.)	999899 9090				
102	TOTAL (Should equal total reported in 5)	770000 0000				

23-25 Not Applicable.

26 SPECIAL INQUIRIES

FRANCHISE

1. Was this establishment operating under any trademark(s) or brand name(s) authorized by a franchisor in 2012? (Mark "X" only ONE box.)

0237 Yes - franchisee-owned establishment

0238 Yes - franchisor-owned establishment

0239 No

2. If yes, provide the trademark(s) or brand name(s) below. ↴

0235

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27-29 Not Applicable.

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REMARKS (Please use this space for any explanations that may be essential in understanding your reported data.)

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30 CERTIFICATION - This report is substantially accurate and was prepared in accordance with the instructions.

Is the time period covered by this report a calendar year?

Yes No - Enter time period covered →

FROM	Month	Year	TO	Month	Year
	<input type="text"/>	<input type="text"/>		<input type="text"/>	<input type="text"/>

Name of person to contact regarding this report

Title

Area code	Number	Extension
<input type="text"/>	<input type="text"/>	<input type="text"/>

Area code	Number
<input type="text"/>	<input type="text"/>

E-mail address

Date completed	Month	Day	Year
	<input type="text"/>	<input type="text"/>	<input type="text"/>

**Thank you for completing your 2012 ECONOMIC CENSUS form.
PLEASE PHOTOCOPY THIS FORM FOR YOUR RECORDS AND RETURN THE ORIGINAL.**

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