



U.S. DEPARTMENT OF COMMERCE
Economics and Statistics Administration
U.S. CENSUS BUREAU

FORM

WH-42401 (10-27-2011)

2012 ECONOMIC CENSUS

Paper and Paper Products

OMB No. 0607-0929: Approval Expires 12/31/2013

DUE DATE
FEBRUARY 12, 2013

(Please correct any errors in this mailing address.)

Need help or have questions?

- **Read** the accompanying information sheet(s) before answering the questions.
- **Visit** econhelp.census.gov
- **Call** 1-800-233-6136, between 8:00 a.m. and 6:00 p.m., Eastern time, Monday through Friday.

WH-42401

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Report Online - It's fast and secure!
Go to: econhelp.census.gov

- **OR** -

Mail your
completed
form to:

U.S. CENSUS BUREAU
1201 East 10th Street
Jeffersonville, IN 47134-0001

YOUR RESPONSE IS REQUIRED BY LAW. Title 13, United States Code, requires businesses and other organizations that receive this questionnaire to answer the questions and return the report to the U.S. Census Bureau. By the same law, **YOUR CENSUS REPORT IS CONFIDENTIAL.** It may be seen only by persons sworn to uphold the confidentiality of Census Bureau information and may be used only for statistical purposes. Further, copies retained in respondents' files are immune from legal process.

- Use blue or black ballpoint pen.
- Do not use pencil or felt-tip pen.
- Do not put slashes through 0 or 7.
- Please center numbers in their respective boxes.
- Place an "X" inside the box.

Examples:

☒ 0 1 2 3 4 5 6 7 8 9

The reporting unit for this form is an establishment. An **establishment** is generally a single physical location where business is conducted or where services or industrial operations are performed. For further clarification, see information sheet(s).

1 EMPLOYER IDENTIFICATION NUMBER

Is the Employer Identification Number (EIN) shown to the left of the mailing address the same as the one used for this establishment on its latest 2012 Internal Revenue Service Form 941, Employer's Quarterly Federal Tax Return?

0021 ☐ Yes - Go to **2**

0022 ☐ No - Enter current EIN (9 digits) —————→

0025 -

2 PHYSICAL LOCATION

A. Is this establishment's physical location the same as shown in the mailing address?
(P.O. Box and rural route addresses are not physical locations.)

0031 ☐ Yes - Go to line B

0032 ☐ No - Enter —————→
physical
location

0035 Number and street

0036 City, town, village, etc.

0037 State

0038 ZIP Code

-

CONTINUE WITH **2** ON PAGE 2

PENALTY FOR FAILURE TO REPORT

CONTINUE ON PAGE 2

42401018



2 PHYSICAL LOCATION - Continued

B. Is this establishment physically located inside the legal boundaries of the city, town, village, etc.?
(Mark "X" only ONE box.)

0041 ☐ Yes 0042 ☐ No 0043 ☐ No legal boundaries 0044 ☐ Do not know

C. In what type of municipality is this establishment physically located?
(Mark "X" only ONE box.)

0046 ☐ City, village, or borough 0047 ☐ Town or township 0048 ☐ Other 0024 ☐ Do not know

3 OPERATIONAL STATUS

Which ONE of the following best describes this establishment's operational status at the end of 2012?
(Mark "X" only ONE box.)

0011 ☐ In operation

0013 ☐ Temporarily or seasonally inactive

0014 ☐ Ceased operation - Give date at right →

0015 ☐ Sold or leased to another operation - Give date at right
AND enter name and address of new owner or operator
and Employer Identification Number (EIN) below ↴

Month	Day	Year

0018

0060 Name of new owner or operator

0061 EIN (9 digits)

		-						
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0062 Mailing address (Number and street, P.O. Box, etc.)

0063 City, town, village, etc.

0064 State

0065 ZIP Code

						-			
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0016 ☐ Other - Specify →

0815

4 MONTHS IN OPERATIONMark "X"
if None2012
Number

Number of months in operation during 2012 (If none, mark "X" and go to 30.) 0002

☐

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42401026



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

**HOW TO
REPORT
DOLLAR
FIGURES**

Dollar figures should be **rounded** to **thousands** of dollars.

If a figure is **\$2,035,628.79**:

Report →

Mark "X"
if None

☐

If a value is "0" (or less than \$500.00):

Report →

☒

2012		
\$ Bil.	Mil.	Thou.
	2	036
EXAMPLE		

5 SALES, SHIPMENTS, RECEIPTS, OR REVENUE

A. Sales and operating receipts (Include the gross selling value of business conducted for others. Include shipping and handling charges. Exclude sales taxes and Hawaii's General Excise Tax.) . . . 0100

Mark "X"
if None

☐

2012		
\$ Bil.	Mil.	Thou.

B. Did this establishment earn commissions for the sale of merchandise?

1121 ☐ Yes - Go to line C

1122 ☐ No - Go to line E

C. Gross selling value of business conducted on a commission basis (Include on line A.) . . . 1123

D. Commissions received on transactions reported on line C . . . 1124

2012		
\$ Bil.	Mil.	Thou.

E. Is this the only establishment of this firm?

0907 ☐ Yes - Go to line G

0908 ☐ No - Go to line F

F. Percent of products sold by this establishment manufactured or mined in the United States by **your company** or its subsidiaries . . . 1125

Mark "X"
if None

☐

2012	
Percent	
	%

G. Did e-commerce account for more than 50% of this establishment's sales and/or operating receipts as reported on line A?

0308 ☐ Yes

0309 ☐ No

6 Not Applicable.

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7 EMPLOYMENT AND PAYROLL**Include:**

- Full- and part-time employees working at this establishment whose payroll was reported on Internal Revenue Service Form 941, Employer's Quarterly Federal Tax Return, and filed under the Employer Identification Number (EIN) shown to the left of the mailing address or corrected in **7**.

Exclude:

- Temporary staffing obtained from a staffing service.
- Contractors, subcontractors, or independent contractors.
- Full- or part-time leased employees whose payroll was filed under an employee leasing company's EIN.
- Purchased or managed services, such as janitorial, guard, or landscape services.
- Professional or technical services purchased from another firm, such as software consulting, computer programming, engineering, or accounting services.

For further clarification, see information sheet(s).

Mark "X"
if None

2012

Number

A. Number of employees for pay period including March 12 0320 ☐**B.** Payroll before deductions
(Exclude employer's cost for fringe benefits.)Mark "X"
if None

2012

\$ Bil.

Mil.

Thou.

1. Annual payroll 0300 ☐**2.** First quarter payroll (January-March 2012) 0310 ☐**8** Not Applicable.**9 VALUE OF INVENTORIES****A.** Did this establishment own inventories, regardless of where held, at the end of 2012 and/or 2011?0486 ☐ Yes - Go to line B0487 ☐ No - Go to **16****B.** Report inventories and Last-in, First-out (LIFO) adjustment, if any, for products owned by this establishment as of December 31.Mark "X"
if None

End of 2012

\$ Bil.

Mil.

Thou.

**1. Total inventories
before LIFO
adjustment (if any)**☐

0460

2. LIFO reserve (if any)☐

0466

**3. Total inventories
after LIFO
adjustment (Line B1
minus line B2.) . . .**☐

0468

Mark "X"
if None

End of 2011

\$ Bil.

Mil.

Thou.

☐

0470

☐

0476

☐

0469

42401042

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

10 INVENTORIES BY VALUATION METHOD

Report how much of the inventory reported in 9, line B1, for 2012 is subject to the following valuation methods:

Mark "X" if None

A. LIFO valuation method before adjustment 0244

☐

B. First-in, First-out (FIFO) 0491

☐

C. Average cost 0492

☐

D. Standard cost 0493

☐

E. Other valuation method - Specify method

0895

0494

☐

F. TOTAL (Sum of lines A through E should equal 9, line B1.) 0490

☐

2012		
\$ Bil.	Mil.	Thou.

11-15 Not Applicable.

16 SELECTED EXPENSES

Mark "X" if None

A. Operating expenses (Include payroll. Exclude cost of goods sold and interest expense.) 0140

☐

B. Purchases of merchandise for resale, net of returns, allowances, and trade and cash discounts (Include amounts allowed for trade-ins.) 1160

☐

C. For the value reported on line B, were any of these goods ordered over an Internet, Extranet, Electronic Data Interchange (EDI) network, electronic mail, or other online system?

0441 ☐ Yes

0442 ☐ No

0443 ☐ Do not know

2012		
\$ Bil.	Mil.	Thou.

17 and 18 Not Applicable.

CONTINUE ON PAGE 6

42401059



19 A. KIND OF BUSINESS

Which ONE of the following best describes this establishment's principal kind of business in 2012?

(Mark "X" only ONE box.)

0700

- 424 110 00 1 ☐ Printing and writing paper
- 424 120 00 4 ☐ Stationery, office supplies, and greeting cards, including business forms
- 424 130 00 1 ☐ Paper and plastic products
- 423 850 20 2 ☐ Janitorial equipment and supplies
- 424 920 00 1 ☐ Books, periodicals, newspapers, and other printed materials
- 423 840 40 1 ☐ Industrial containers and supplies
- 423 840 60 1 ☐ Other industrial supplies
- 424 990 10 1 ☐ Art goods, souvenirs, and novelties
- 424 610 00 1 ☐ Plastics materials and basic shapes and forms
- 423 420 00 1 ☐ Office equipment, excluding furniture
- 423 210 20 1 ☐ Office and business furniture, including church pews and school desks
- 423 830 30 2 ☐ General-purpose industrial machinery
- 423 430 11 1 ☐ Computers and peripheral equipment sold for resale
- 423 430 12 1 ☐ Computers and peripheral equipment sold for end use
- 771 000 00 1 ☐ Other kind of business - *Specify* ↴

0701

42401067



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

19 B. TYPE OF OPERATION

Which ONE of the following best describes this establishment's principal type of operation in 2012?
(Mark "X" only ONE box.)

Merchant wholesaler, buying and selling on own account

- 0600
- 12 ☐ Importer
- 13 ☐ Exporter
- 11 ☐ Merchant wholesale distributor or jobber
- 14 ☐ Own-brand importer and marketer
- 20 ☐ **Manufacturers' sales branch or office**
- Agent, broker, or commission merchant**
- 46 ☐ Manufacturers' representative or agent
- 41 ☐ Auction company
- 42 ☐ Broker, representing buyers and sellers
- 43 ☐ Commission merchant
- 44 ☐ Import agent
- 45 ☐ Export agent
- 49 ☐ **Electronic market - business-to-business marketplace that facilitates the sale of goods via the Internet or other electronic means, and operates on a commission or fee basis**
- 77 ☐ **Other broker or agent - Specify** ↴

0601

42401075



A. As a general business practice, did this establishment sell to household consumers and individual users in 2012?

0252 ☐ No

0256 ☐ Yes

0257 ☐ No

0276 ☐ Yes

0277 ☐ No

1. Household consumers and individuals 0261

2. Export sales 0262

3. Retailers for resale 0263

4. Wholesalers/distributors for resale 0264

5. Repair shops for use in repair work 0265

6. Manufacturing and mining industrial users for use as input goods in production 0266

7. Restaurants, hotels, food services, and contract feeding 0267

8. Businesses for end use in their own operation, not for resale or production 0268

9. Building contractors, heavy construction, and special trade contractors 0269

10. Farmers for use in farm production 0270

11. Governmental bodies (federal, state, and local) 0271

12. Other - Specify

0874

13. TOTAL

2012			
Percent			
			%
			%
			%
			%
			%
			%
			%
			%
			%
			%
			%
			%
<i>100</i>			%

42401083

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

21 METHOD OF SELLING

Which ONE of the following best describes this establishment's principal method of selling in 2012?
(Mark "X" only ONE box.)

- 0751 ☐ Electronic commerce (selling goods or facilitating the sale of goods via the Internet or other electronic means)
- 0752 ☐ Store or display showroom (selling from a fixed or permanent location with physical displays of priced merchandise and/or from a counter)
- 0753 ☐ Warehouse or office (including telephone/fax orders or outside sales representatives)
- 0754 ☐ Mail order
- 0755 ☐ Home shopping via television
- 0756 ☐ Direct selling (selling in a face-to-face manner away from a fixed location, such as house-to-house, party plan, or temporary kiosk sales)
- 0757 ☐ Vending machines
- 0758 ☐ Other - Specify 7

0759

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**HOW TO
REPORT
PERCENTS**

Percents should be **rounded to whole** percents.

If figure is **38.76%** of total sales: **Report** →

2012

Report thousands of dollars OR whole percents.
Estimates are acceptable.

\$ Bil.	Mil.	Thou.	Percent
			39

22 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE

(Report sales for each product line sold by this establishment, either as a dollar figure or as a whole percent of total sales reported in 5, line A. Include the value of merchandise marketed under capital, finance, or full payout leases, and rental receipts derived from merchandise under operating leases. See HOW TO REPORT DOLLAR FIGURES on page 3 and HOW TO REPORT PERCENTS above. Do not combine data for two or more lines.)

Description of sales, shipments, receipts, or revenue

2012

Report thousands of dollars OR whole percents.
Estimates are acceptable.

1. Office paper, office supplies, greeting cards, and labels

- a.** Business forms 13311
- b.** Office and consumer paper, including stationery 13312
- c.** Inked ribbons, pens, and pencils 13313
- d.** Toner and toner cartridges 13314
- e.** Greeting cards 13315

CONTINUE WITH **22** ON PAGE 10

CONTINUE ON PAGE 10

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

Description of sales, shipments, receipts, or revenue	2012			
	Report thousands of dollars OR whole percents. Estimates are acceptable.			
	\$ Bil.	Mil.	Thou.	Percent
1. Office paper, office supplies, greeting cards, and labels - Continued				
f. Other office supplies, including envelopes, ruled forms, and labels 13316				
g. Add lines 1a through 1f 13300				
2. Printing and writing paper				
a. Newsprint 13211				
b. Fine roll paper 13212				
c. Other printing and writing paper, including paper used in brochures, catalogs, and direct mail 13213				
d. Add lines 2a through 2c 13200				
3. Paper and plastic products				
a. Cardboard boxes 13411				
b. Paper dishes and cups 13412				
c. Disposable plastic boxes, containers, cups, dishes, and supplies 13414				
d. Personal sanitary paper products, including paper diapers and feminine hygiene products 13418				
e. Household paper and plastic products, including paper towels, toilet paper, and paper and plastic wraps 13416				
f. Industrial paper and plastic for packaging, including wrapping, bags, and cartons 13413				
g. Industrial paper for nonpackaging applications 13417				
h. Other paper and plastic products 13415				
i. Add lines 3a through 3h 13400				

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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 - Continued

Description of sales, shipments, receipts, or revenue	2012			
	Report thousands of dollars OR whole percents. Estimates are acceptable.			
	\$ Bil.	Mil.	Thou.	Percent
4. Office equipment, excluding computers				
a. Typewriters 10911				
b. Calculators 10912				
c. Copiers and copier parts and equipment 10913				
d. Dictating, transcribing, and recording machines 10914				
e. Mailing, letter handling and addressing machines 10915				
f. All other office equipment, including fax machines and shredders 10916				
g. Add lines 4a through 4f 10900				
5. New computer equipment				
a. Computers 10921				
b. Computer storage devices 10922				
c. Computer printers 10923				
d. Other computer peripheral equipment 10924				
e. Add lines 5a through 5d 10920				
6. Packaged computer software, including PC game software but excluding cartridges and DVD games for video-game consoles 10950				
7. Restaurant and hotel equipment and supplies 10960				
8. Store machines and equipment 10970				
9. Janitorial equipment and supplies 12520				
10. Advertising specialties, including paper novelties 19730				

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CONTINUE WITH **22** ON PAGE 12

CONTINUE ON PAGE 12

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

Description of sales, shipments, receipts, or revenue		2012			
		Report thousands of dollars OR whole percents. Estimates are acceptable.			
		\$ Bil.	Mil.	Thou.	Percent
11. Office and business furniture	10420				
12. General-purpose industrial machinery, equipment, and parts	12320				
13. Abrasives, strapping, tape, ink, and mechanical rubber goods	12460				
14. Industrial containers and supplies	12450				
15. Chemicals and allied products, excluding agricultural chemicals, plastics, industrial and natural gases, liquefied petroleum (LP), and petroleum	15300				
16. Plastics materials and basic shapes	15300				
17. Art goods, including novelties and souvenirs	16120				
18. Toys and hobby goods and supplies	12800				
19. Religious and school supplies	11040				
20. Books, periodicals, newspapers, and other printed materials	16100				
21. Pharmaceuticals, pharmaceutical supplies, cosmetics, and toiletries, including first aid supplies	13500				
22. Grocery specialties, including pasta and breakfast cereals	14880				
23. Pet food	15060				
24. Photographic equipment and supplies	10800				
25. Electric and gas household appliances, including household audio and video equipment, excluding plumbing					
a. Televisions	11511				
b. Audio equipment, including radios, stereos, CD players, and speakers	11512				
c. DVD players, VCRs, and video cameras	11513				

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CONTINUE ON PAGE 13

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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 - Continued

Description of sales, shipments, receipts, or revenue	2012			
	Report thousands of dollars OR whole percents. Estimates are acceptable.			
	\$ Bil.	Mil.	Thou.	Percent
25. Electric and gas household appliances, including household audio and video equipment, excluding plumbing - Continued				
d. Other small electric household appliances, including toasters, coffee pots, mixers, fans, and electric personal care appliances 11518				
e. Add lines 25a through 25d 11500				
26. Miscellaneous commodities - <i>Specify</i> ↗				
a. 19811				
b. 19812				
c. 19813				
27. Receipts for service contracts 19720				
28. Rental and operating lease receipts 19940				
29. Service receipts and labor charges, including installed parts				
a. Labor charges for repair work 19701				
b. Parts installed in repair work 19702				
c. Other service receipts and labor charges - <i>Specify</i> ↗				
. 19703				
d. Add lines 29a through 29c 19700				
30. Receipts for printing or photocopying performed at this establishment 19970				
31. TOTAL (Should equal 5 , line A, if reporting in dollars.) 19990				100

23 Not Applicable.

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24 SHIPPING AND HANDLING**A.** Did this establishment have any receipts from customers for shipping and handling of merchandise in 2012?0981 ☐ Yes - Go to line B0982 ☐ No - Go to **26****B.** Receipts of this establishment from customers for shipping and handling of merchandise 0985

2012								
\$ Bil.			Mil.			Thou.		

C. Are receipts for shipping and handling included in sales and receipts (reported in **5**, line A)?0988 ☐ Yes0989 ☐ No**25** Not Applicable.**26** SPECIAL INQUIRIES**A.** EMPLOYMENT BY PRIMARY FUNCTION(List the number of employees reported in **7**, line A, by the employee's primary function.)

1. Selling 1131

2. Sales support - including office, clerical, warehousing, customer service, maintenance employees, and drivers 1132

3. General support of other establishments in your company - including central administrative, accounting, research, and other support employees 1133

4. Packaging 1135

5. Production - including employees who manufacture products from raw materials or semi-finished products (Report 'knockdown' assembly employees on line 6 below.) 1136

6. 'Knockdown' assembly - assembling prefabricated components designed for a single application or reassembly of completed products 1134

7. Other - Specify 

0837

1137

8. **TOTAL** (Sum of lines 1 through 7 should equal **7**, line A.) 1138

2012								
Paid employees								

B. PERCENT OF DROP SHIPPED SALESPercentage of sales (reported in **5**, line A) that were drop shipped and did not enter this establishment 1111

2012			
Whole percent of sales and receipts			
			%

CONTINUE WITH **26** ON PAGE 15

CONTINUE ON PAGE 15

42401141

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

26 SPECIAL INQUIRIES - Continued

C. PURCHASE OF CONTRACT MANUFACTURING

- 1.** Did this establishment **purchase** contract manufacturing services from other companies or foreign plants of your company in 2012?

Include:

- Products for which the manufacturing (i.e., transforming or otherwise processing materials or components based on specifications provided by your company) was outsourced to other companies.
- Products for which the manufacturing was performed by your company's foreign plants.

Exclude:

- Services for packaging and assembling.
- Purchases of merchandise for resale (sale of products bought and sold without further processing or transformation).

1011 ☐ Yes - Go to line 2

1012 ☐ No - Go to **30**

- 2.** Report the costs incurred by this establishment for contract manufacturing purchased in 2012 1013

- 3.** Report the value of sales, shipments, receipts, or revenue generated in 2012 from products whose purchases were reported as contract manufacturing costs in line 2 1015

2012		
\$ Bil.	Mil.	Thou.

27-29 Not Applicable.

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

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

Name of person to contact regarding this report

Title

Tele-
phone

Area code

Number

Extension

- -

Fax

Area code

Number

-

E-mail address

Date
completed

Month

Day

Year

Thank you for completing your 2012 ECONOMIC CENSUS form.

PLEASE PHOTOCOPY THIS FORM FOR YOUR RECORDS AND RETURN THE ORIGINAL.

42401158

