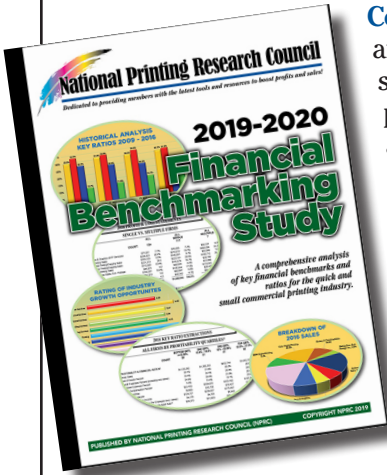


National Printing Research Council

The 2019-20 NPRC FINANCIAL BENCHMARKING SURVEY WORKSHEET



Complete this worksheet and submit your answers via our survey website by March 1, 2019 and receive a FREE Copy of what many consider to be the industry's most valuable study! This study is designed to provide readers with a blueprint for achieving "profit leader" status in the printing industry. Participants will be able to compare their cost of goods, payroll, overhead and profitability against firms similar in size and population density.

You must follow the instructions carefully to be eligible to receive your free copy. This PDF is intended to be used strictly as a worksheet. Once completed, you will be directed to our official website where you will re-enter your answers. We estimate that this process should take less than 15 minutes. Please be sure to retain a copy of this worksheet for your records in the event you are asked to verify your participation. It is very important that you retain a copy of this worksheet for your records.

IT IS CRITICAL that you report and use accurate data for this survey. Please provide data for your latest completed fiscal year, which for most firms would be the calendar year ending Dec. 31, 2018. Report whole U.S. dollars. Please do not enter or use "NA." Please leave fields blank if you do not incur that expense or cost. NPRC guarantees absolute confidentiality of all data received. All electronic forms are destroyed immediately upon completion of data entry.

PART I - Basic Company Data:

(Use tab button to advance from one field to the next.)

1-5. Basic Company Data - Please provide the following information for sorting and other statistical purposes. Confidentiality of all information is absolutely guaranteed by National Printing Research Council (*Enter # of FT equivalent employees, including owner; EXAMPLE: (2) 20-hr employees = 1 FT)

State (#1)	# of Locations (#2)	# of Sq. Ft. (#3)	Firm Age? (#4)	# of Employees* (#5)
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

6. Market Size: Population of your immediate market area:

Rural (Less than 25,000) Small (25-100 M) Medium (100-300 M) Large (300-1 million) Major (1 Million +)

7. Annual Sales: Please enter your total annual sales (whole \$\$\$), for all locations listed in question #2: (NOTE: 2018 Sales are entered in Part II)

2015 Sales	2016 Sales	2017 Sales
<input type="text"/>	<input type="text"/>	<input type="text"/>

8. Charge Sales: Please provide your best estimate as to the percent of total Charge Sales (on account) vs. Cash Sales. This data helps us calculate average AR collection days. (Answers below should total 100%)

Charge Sales	Cash Sales	Total
<input type="text"/>	<input type="text"/>	<input type="text"/>

9. Accounts Receivable: Please enter your most recent "accounts receivable" figure from your latest balance sheet. (This question ties in with your answers for question #8 and helps us to calculate average collection days.)

10. Outside Sales Reps: Please indicate the number of full-time equivalent outside sales representatives (excluding owners) employed in all locations indicated in question #2 for the year 2018:

of Sales Reps.

11. Sales Generated: Please estimate as accurately as possible, the total amount of sales generated in 2018 by the outside sales reps. listed in question #10 above:

2018 Sales by Sales Reps.

12. Association Affiliation:

NAPL,NAQP PIA Member Craftsman Club NPOA Member NPRC Member

Other

13. Are you an:

Independent Franchise

14. If a Franchise, which one?

- Allegra/Alliance
- AlphaGraphics
- CPRINT
- Franklins
- Inkwell
- Kwik Kopy
- Minuteman
- PIP
- PostNet
- Proforma
- Signal Graphics
- Sir Speedy
- Other

15. Peer Groups: Whether independent or a franchise, are you also a member of a performance, peer, or board group as well?

Yes No

16. Projected 2019 Sales?: Please estimate as best as you can your projected sales for 2019:

2019 Projected Sales

17. Rating Industry Growth: Please rate the following sales categories as to their relative potential for growth and profits within the next 12-18 months using a scale of 1-9. (1=very poor with low/negative profits; 5=average profitability & growth; 9=excellent growth & profit potential).

DTP & Graphic Services	Offset Printing, 1-4 Colors	BW Copying Services	Color Copying Services	Bindery/Finishing Services	Mailing Services	Brokered Services	Sign-Making & Large Format	Other Services
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Part II – 2018 Year-End Profit and Loss Statement:

(Use tab button to advance from one field to the next.)

1. TOTAL GROSS SALES: excluding sales tax

Pre-Press, Design and Graphic Services	<input type="text"/>
Offset Printing Sales	<input type="text"/>
B&W Digital Printing/Copying Sales – (Include sales from all B&W copiers & printers)	<input type="text"/>
Color Digital Printing/Copying Sales	<input type="text"/>
Bindery & Finishing Sales	<input type="text"/>
Mailing Services Sales (all), excluding postage income	<input type="text"/>
Shipping Income	<input type="text"/>
Brokered Sales (Products & services sold by you but produced by others)	<input type="text"/>
Sign-Making & Large-Format	<input type="text"/>
Other Sales Not Defined Above	<input type="text"/>
1. TOTAL GROSS SALES	<input type="text"/>

2. COST OF GOODS: (*Copier Service Costs: this expense category reflects a change from prior Operating Ratio Studies in that basic maintenance and meter clicks are now included in Cost of Goods rather than in Overhead Expenses. If your supply and toner costs are included in your maintenance fee they can remain under this heading; otherwise, report them separately under "Other Materials.")

Paper	<input type="text"/>
B&W Copier Service Costs* – Include all maintenance costs as well as all meter click charges	<input type="text"/>
Color Copier Service Costs* – Include all maintenance costs as well as all meter click charges	<input type="text"/>
Other Materials – Including ink, chemicals, plates, film, etc.	<input type="text"/>
Outside Services – Outside graphics, bindery and mailing (primarily services rather than products)	<input type="text"/>
Outside Purchases – Products such as copying, printing, forms, signs, large format bus. cards, etc. purchased from outside vendors	<input type="text"/>
2. TOTAL COST OF GOODS	<input type="text"/>

3. TOTAL PAYROLL COSTS: Total payroll costs should include all direct and indirect payroll costs for all employees, excluding one working owner. This entry should include all payroll, health insurance costs, payroll taxes, FICA, workman's comp, payroll processing costs, and all other benefits paid on behalf of all employees. **Please do not include in this entry** the salary and fringes paid to the owner. If there is more than one working owner (spouse or partner), their salary and fringes should be calculated at a comparable net value for their job position and included in this "Total Payroll Costs" entry.

3. TOTAL PAYROLL COSTS

(Excluding one working owner) as defined above:

4. OVERHEAD EXPENSES:

Accounting and Legal Fees	<input type="text"/>
Advertising & Marketing – All web-based, print, TV, radio advertising & marketing expenses, excluding franchise advertising fees	<input type="text"/>
Advertising (Franchises Only) – Reg. advertising & marketing expenses, plus contributions, if any, to national franchise advertising funds or programs	<input type="text"/>
Amortization Expenses – Amortization of “goodwill” and initial franchise fees in the case of a franchise	<input type="text"/>
Auto Lease and/or Depreciation Payments	<input type="text"/>
Auto Operating Expenses – fuel, repairs & insurance	<input type="text"/>
Building Rent** – If you personally own the building, please enter a fair market value rent; otherwise the rent amount paid to landlord	<input type="text"/>
Depreciation – equipment only	<input type="text"/>
Depreciation – Vehicle and Other	<input type="text"/>
Franchise Fees/Royalties – total annual payments, excluding national adv. fees	<input type="text"/>
Insurance – Officer life insurance	<input type="text"/>
Insurance – Property and Liability Insurance	<input type="text"/>
Interest	<input type="text"/>
Lease & Rental Expenses - Copiers – Do not include meter clicks or maintenance here. See COG, Sect. #3.	<input type="text"/>
Lease & Rental Expenses - Other Equipment – Include computers, presses, bindery equipment, etc.	<input type="text"/>
Office Supplies & Postage	<input type="text"/>
Repairs and Maintenance – Includes all repair and maintenance costs for both building and equipment	<input type="text"/>
Travel and Entertainment	<input type="text"/>
Utilities	<input type="text"/>
All Other Overhead Expenses not specifically listed above	<input type="text"/>
4. TOTAL OVERHEAD COSTS	<input type="text"/>

5. TOTAL EXPENSES

(Add lines 2+3+4)

\$

NET OWNER'S COMPENSATION*** (***) Net Owner's Compensation is defined as all the money that is left over in the business after covering all expenses of the business, but before paying the owner a salary or providing the owner with any fringe benefits.)

(Subtract Line 5 from line 1) **OR** we will do that calculation for you based upon your prior answers.

\$

SPECIAL QUESTION ON HEALTHCARE COSTS - Recognizing that healthcare benefits provided by employers represent a growing and significant expense for employers, NPRC is requesting the following information: Please enter the total amount your company spends on healthcare coverage on behalf of your employees. ***Please exclude any payments, premiums or expenses incurred or paid for or on behalf of the owner.***

Total Healthcare Expenditures made in 2018 on behalf of all employees, excluding owner

Number of Employees Covered - Since some employees may be covered under a spouse's or partner's plan, please provide the exact number of employees covered by the above expenditure?

Number of Employees Covered:

THE END

Remember, this is your worksheet. Be sure to save it. Now that you have completed it, please go to:

www.surveyadvantage.com/NPRC2019benchmarksurvey

The link above will take you to an almost identical, on-line version of this worksheet where you will re-enter your answers into our on-line survey. At the end of the survey, you will be asked to provide us with a full name, company name, address and most important of all an email address. Please be sure to enter all data correctly. Thank you for your participation.