

Association of Printing & Data Solutions Professionals

Formerly IRgA | Success Through Knowledge and Networking

2021 APDSP Financial Benchmarking Survey

Important Instructions

All participants who properly fill out this survey will receive the **FREE APDSP Financial Benchmarking Study** including the Executive Summary which will show you how you stack up against the other participants of this Study. The Survey is being sent to all qualified companies in the reprographic and large format industries who have less than \$20 million in sales. Please follow the instructions so you qualify for your **FREE** copy of the Study.

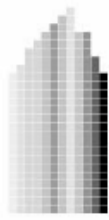
For the best experience, we recommend that you first print out a pdf of this Survey form and fill in the answers first. Then go back to the link and fill in data into the survey. Unfortunately, we cannot accept or use "hard copy" submissions. Entering the data from the work sheet should take no more than 10 to 15 minutes. **NOTE: The absolute deadline for submitting the survey form is July 10, 2021.**

Use your **MOST** current fiscal or calendar year and **DO NOT** guess on the financial information as accurate data is a key to meaningful study results. **DO NOT** leave fields blank. Enter "0" in any field that you did not incur any expense or cost.

All information is confidential and absolutely guaranteed by Graphic Arts Advisors and APDSP that no data will be shared or retained after the study is published.

If you have any questions, please contact:

Mitch Evans, Managing Director
Graphic Arts Advisors LLC
561-351-6950
mitch@graphicartsadvisors.com



Association of Printing & Data Solutions Professionals

Formerly IRgA | Success Through Knowledge and Networking

2021 APDSP Financial Benchmarking Survey

Section One: Company Information

We ask for this information so we can provide statistical breakdowns.

1. Contact

Name	<input type="text"/>
Company	<input type="text"/>
Address	<input type="text"/>
Address 2	<input type="text"/>
City/Town	<input type="text"/>
State/Province	<input type="text"/>
Zip/Postal Code	<input type="text"/>
Country	<input type="text"/>
Email Address	<input type="text"/>
Phone Number	<input type="text"/>

2. Number of Locations

3. Total Square Feet of Your Location(s)

4. Year Founded

5. Your Market Size - Based on the population of your immediate market area:

- Rural (under 100,000)
- Medium (100,000 to 500,000)
- Large/Major (500,000+)

6. Total Number of Employees - including all working owners, part-time employees should be prorated - i.e. 10 hours per week = .25

7. Trade Association or User Group Memberships - please check all that apply

- APDSP/IRgA
- RSA (Reprographic Services Association)
- RMX Network
- PEiR Group
- ARC
- Printing United
- PIA Chapter
- NPSOA (National Print & Sign Owners Association)
- Idealliance
- Other (please specify)

8. Sales History -- Please round to the whole dollar

2018	<input type="text"/>
2019	<input type="text"/>
2020	<input type="text"/>
Projection for 2021	<input type="text"/>

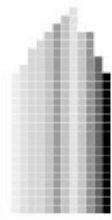
9. What Per Cent (%) of your Total Sales are Generated by all of your hired Outside Sales People? - do not include sales generated by the owner(s)

10. How many hired Outside Sales People do you employ?

11. **What is your current Accounts Receivable over 60 days old as a % of your total AIR?** - *Please round to the nearest whole percent*

12. **What % of your total payroll is for production employees?** - Includes Graphic Designers and any employees that produce your goods and services. For Employees who split their time between production and other duties please only include the portion dedicated to production. *Please round to the nearest whole percent*

13. **Pricing -- What is your average Selling Price per Square Foot for a D-Size (24" x 36") Black & White print on #20 white bond or equivalent paper?**



Association of Printing & Data Solutions Professionals

Formerly IRgA | Success Through Knowledge and Networking

2021 APDSP Financial Benchmarking Survey

Section Two: Profit & Loss/Income Statement

Please enter data from your last fiscal or calendar year profit & loss/income statement

14. Total Gross Sales - excluding sales tax - *If you do not differentiate Black & White and Color sales for either small or large/wide format, please use the category that is the combined total -Please round to the nearest whole Dollar*

Large/Wide Format B&W
Printing & Copying

Small Format B&W
Printing & Copying

Large/Wide Format
Graphics Color Printing &
Copying

Small Format Color
Printing & Copying

Large/Wide Format B&W
and Color Printing &
Copying Total (only use if
you do not have the
breakdown and are leaving
the separate categories
blank)

Small Format B&W and
Color Printing & Copying
Total (only use if you do not
have the breakdown and
are leaving
the separate categories
blank)

Mounting & Laminating

Scanning

Digital Services (document
management, archiving,
digital downloads etc.)

Equipment
Leasing/Rental/Sales

Facilities Management

Buyouts (Sales where you
broker printing or other
items like ad specialties
that you resell etc.)

Other Sales (Deliveries,
supplies, self-service etc.)

TOTAL GROSS SALES

15. Cost of Goods Sold (COGS) - include all raw materials, click/service charges and direct costs except labor.

Large/Wide Format B&W
Printing & Copying COGS

Small Format B&W
Printing & Copying COGS

Large/Wide Format
Graphics Color Printing &
Copying COGS

Small Format Color
Printing & Copying COGS

Total Large/Wide Format
B&W and Color Printing &
Copying (only use if you
entered the combined
large/wide total sales in
question 14)

Total Small Format B&W
and Color Printing &
Copying (only use if you
entered the combined total
small format sales in
question 14)

Mounting & Laminating
COGS

Scanning COGS

Digital Services
(Document management,
archiving, digital
downloads, etc.) COGS

Equipment
Leasing/Rental/Sales
COGS

Facilities Management
COGS

Buyouts (Sales where you
broker printing or other
items like ad specialties
that you resell etc.) COGS

Other Sales (Deliveries,
supplies, self-service etc.)
COGS

**TOTAL COST OF GOODS
SOLD**

16. Total Payroll Costs - (include the working owners)

Gross Payroll

Payroll Taxes paid by
company

Worker's Compensation

Health/Dental/Vision paid
by company

401K/Retirement Benefits
paid by company

Casual/Temporary labor
(non payroll)

TOTAL PAYROLL COSTS

Total Owner's Payroll cost -
*if there is more than one
owner, then only input one
owner's payroll cost
assuming the other
owner(s) are in the total
payroll costs above*

17. Overhead Expenses - please round to the nearest whole Dollar

Accounting, Consulting
and Legal Fees

Advertising & Marketing

Amortization

Auto Lease and/or auto
depreciation

Auto Operating Expenses

Depreciation - *equipment
only - do not include auto
depreciation here*

Dues and Subscriptions

Franchise Fees/Royalties

Interest/Finance Charges

Equipment Lease & Rental
Expenses - *do not include
maintenance or meter
clicks here - See "Cost of
Goods"*

Office Expenses &
Supplies

Property & Liability
Insurance

Rent - *if you own the
building enter the market
value rent if different than
what is expensed*

Repairs & Maintenance -
*for both building &
equipment*

Travel & Entertainment

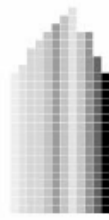
Utilities

All Other Overhead
Expenses not listed above

TOTAL OVERHEAD
EXPENSES

18. Total Expenses - Add COGS, Payroll and Overhead Expenses

19. **Net Profit** - *Subtract Total Expenses from Total Sales*



Association of Printing & Data Solutions Professionals

Formerly IRgA | Success Through Knowledge and Networking

2021 APDSP Financial Benchmarking Survey

Section Three: Balance Sheet

Please enter data from your last fiscal or calendar year balance sheet

20. Current Assets

Cash	<input type="text"/>
Accounts Receivable	<input type="text"/>
Inventory	<input type="text"/>
Other Current Assets	<input type="text"/>
TOTAL CURRENT ASSETS	<input type="text"/>

21. Fixed Assets

Equipment, Furniture & Fixtures, Vehicles	<input type="text"/>
Accumulated Depreciation on above assets	<input type="text"/>
Real Estate (only applies to company owned real estate inside of the business)	<input type="text"/>
Accumulated Depreciation on the Real Estate	<input type="text"/>
Other Fixed Assets	<input type="text"/>
TOTAL FIXED ASSETS	<input type="text"/>

22. Other Non-Current Assets

Loans, cash value insurance, deposits, etc.	<input type="text"/>
---	----------------------

23. TOTAL ASSETS (Add total current, total fixed and total other non-current assets)

24. Is work-in-process completely or partially completed included in your inventory?

- Yes
- No

25. How often do you do a physical inventory?

- Yearly
- Monthly
- Never
- Other (please specify)

26. Do one or more of the owners also own the real estate out of which you operate this business?

- Yes
- No

27. Current Liabilities

Accounts Payable	<input type="text"/>
Current Portion of Equipment Notes Payable	<input type="text"/>
Current Portion of Loans/Notes Payable to Bank or other Lenders	<input type="text"/>
Credit Line Payable	<input type="text"/>
Sales Tax Payable	<input type="text"/>
Customer Deposits	<input type="text"/>
Other Current Liabilities	<input type="text"/>
TOTAL CURRENT LIABILITIES	<input type="text"/>

28. Long Term Liabilities

Notes Payable for
Equipment (after 12
months)

Notes Payable to Bank or
other Lenders (after 12
months)

Loans Payable to Officers
or Shareholders

Other Long Term Liabilities

EIDL Loan Payable

PPP Loan Payable

TOTAL LONG TERM
LIABILITIES

29. Total Liabilities - add Current and Long Term Liabilities

30. Total Equity - Total Assets less Total Liabilities

31. Total Liabilities & Equity - Total Equity plus Total Liabilities which MUST match the Total Assets

32. If you received a PPP loan - has it or do you expect it to be forgiven?'

Yes

No

33. If you received an EIDL loan, when do you expect to pay it back?

Within 12 months after it was received

At the first anniversary of the loan

Over the 30 year life of the loan

Other (please specify)