

Using Go2Paper

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What is Go2Paper?

Go2Paper offers e-business solutions for paper users who wish to buy, sell, and manage their paper inventories. The company focuses on providing online tools for the printing and writing paper market servicing the buyers and sellers in the Retailing, Cataloging, Publishing, Distributing, Converting, and Commercial Printing Markets. The company offers four primary services. These include:

Paper Marketplace—a source to buy and sell excess paper inventory with complete end-to-end transaction capability

Paper Manager—an online solution to help paper buyers manage their paper orders with their suppliers and printers

Private Web— an online solution for paper sellers to manage their own private site to sell paper; and Professional Services— our team of developers can help build a custom solution

The Company was founded by Paper Industry veterans and is very focused on continuing to provide paper users with the right tools to help them manage their business.

How do I contact Go2Paper for support or sales?

Go2Paper is based in Oakland, California. Mailing Address: 6114 LaSalle Ave, #283, Oakland, CA 94611 Phone: 510-336-0602 Email: support@go2paper.com

What's the benefit for the Paper Buyer?

There are a variety of benefits for the paper buyer. First, the service provides the buyer with a means to quickly find paper you need during crunch time. Ever fall short on your paper needs right before print time? Well, Go2Paper may have the stock you need to complete the job. Second, you can manage all your paper buying on the site via My Go2Paper or subscribe to the Paper Manager to manage all your paper orders. All your transactions are kept on your My Orders page for easy access 24 hours a day, seven days a week. Third, you can use our Reverse Auction to solicit bids from suppliers to get the best price and quality of the stock you need. You control the auction by setting the maximum price and the time frame. The sellers then make offers and the lowest offer wins. Forth, can't find the paper you need? We provide you with an RFP form for you to send out and manage all your RFP's. Everything is transacted via the site so you don't need to mix and match from a variety of spreadsheets or systems.

What's the benefit for the Paper Seller?

As a supplier, you have the ability to sell your inventory to the thousands of paper buyers on Go2Paper. Rather than just relying on a few sources, you can post your paper to sell and make it available to all the buyers. This way you increase your chances of selling your paper at the best possible price. You can also sell your paper via our auction format, which is controlled by you. You simply fill out the auction form, set the minimum bid and watch the buyers submit their bids. You can also keep track of all your listings on your My Listings page. Here, you can edit, delete, or add any new listings with ease. Using our system, you can post your paper listings in minutes.

What will it cost me to participate?

Registration is absolutely Free! There is a transaction fee charged to the seller of 3% of the total transaction for rolls and 5% of the total transaction for sheets. There is a minimum \$100 transaction fee. It's free to post products and to use the service and we only make money when one of our buyers purchases your paper. If you wish to subscribe to our other services: Paper Manager or Private Web, there is a nominal monthly service charge and a set up fee may apply. Call us for details.

Registration

If you are not registered on Go2Paper you must do so prior to using the service. Go to www.go2paper.com, click the "register" link on the top of the home page, and take a moment to fill in the registration information.



You will need to review and agree to the Membership Agreement by clicking "I Accept" at the bottom of the page prior to entering the site. The Membership Agreement includes our fees (3% transaction fee for rolls, 5% for sheets and a \$100 minimum), which only apply to the seller once the paper is sold. There's no fee to the buyer for using the marketplace. Once you are registered, you will be able to post paper directly on the site. For Private Web customers, Go2Paper will need to assign you to your PW after you have registered and then you'll be able to post products to your PW.

My Go2Paper Page

Once registered, you enter the "My Go2Paper" page. This page is the control panel for all your transactions.

- My Profile allows you to edit your password, registration data, or email address book...
- 2) My Paper Alert, for buyers this service will notify you via email when a paper is posted that matches your requirements. It also provides a quick way to view the inventory that matches your interest. Just fill in the Paper Alerts, as many as you wish, and you will receive an email showing the listings that match your Paper Alert.
- My Orders, as a buyer, this page shows records all the orders placed by the buyer.
- 4) My Listings, as a seller, this page shows all your listings posted in the MarketPlace. A seller can edit, delete, or add new listings from this page.
- My Bid Requests keeps track of any RFP's sent or received.
- My Offers, for the buyer and seller, this page will keep track of all your offers and provide the current status. Once a buyer makes an offer, they can view their My Offers page to see if the seller has responded. See My Offers below for more detailed information.

The logos on the right side of the page show the Private Webs. Click on a logo to view the inventory from that seller. The MarketPlace has many other sellers, the Private Webs are for those companies that want to extra exposure for their inventory and they also enjoy other benefits. In most cases, listings that are in the Private Webs are also in the MarketPlace but that decision is up to the owner of the Private Web. There is a nominal set up fee for a Private Web.



If You Are Selling Paper

If you are selling paper, you have three options:

- MarketPlace—Post paper in the Go2Paper MarketPlace for all buyers to view and purchase. You have the option of setting a fixed price or setting a price and allow buyers to make offers on your paper. Click on the Sell Paper link on the top of the page to get started.
- Private Web—A seller can sign up for a Private Web and have all their paper listed in one location on Go2Paper. Plus, the Private Web provides additional branding and market exposure for your company since your logo is displayed on the front page of the web site and the customer is one click away from viewing your company information on a dedicated page. Companies with multiple locations or lots of inventory are ideally suited for a Private Web. Contact Go2Paper to get more information about a Private Web and to set up an account.
- **Auction**—A seller can also set up an auction where they set the minimum bid and the time frame and buyers bid on the stock. For the auction to be successful, the seller must inform potential buyers of the auction and have them bid on the stock. Click on the Auction link at the top of the page to get started.

How do I post paper to sell?

We provide a few options to post paper on the site.

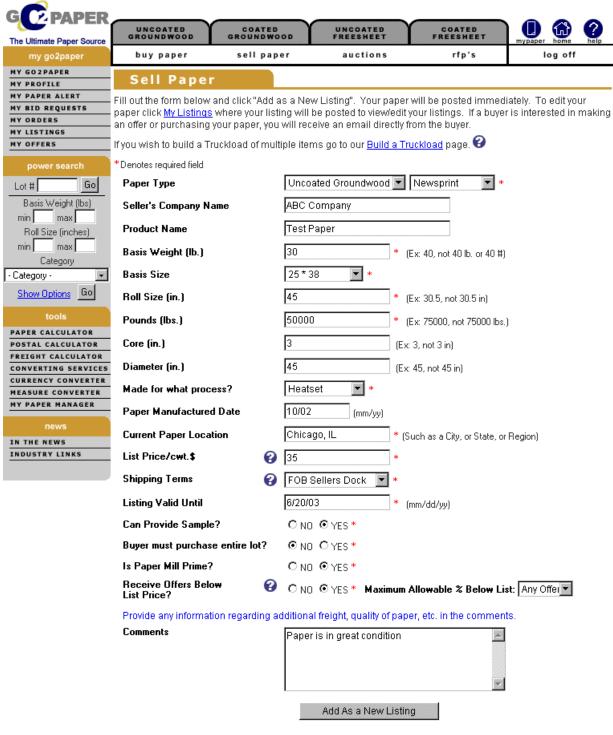
- 1) If you're posting paper for the first time, click on the "sell paper" link on top of the My Go2Paper page. See illustration above.
- 2) If you've already posted paper, use the My Listings page to add more stock by clicking a lot#, make modifications, and click "Add as a New Listing".
- Using our inventory template spreadsheet, fill in all the required fields and email to sales@go2paper.com. We will upload the inventory to your account. As a general rule, if you have over 50 items then you may want to use the spreadsheet. Otherwise, it's fairly quick and easy to use our online form and should take you less than a minute to list a single item.

While filling out the information pay attention to a few key questions:

- Price/cwt? Fill in the price you are willing to sell the paper. Use only numeric values.
- Would you allow the buyer to purchase less than the entire lot? Unless you absolutely have to sell the entire lot as one transaction, you might be better off allowing potential buyers to purchase a smaller amount. This may attract more potential buyers.
- Is the stock Mill Prime? Buyers will want to know the quality of the stock so it's important you provide them with as much information as possible. Include any additional information in the Comments section.
- Receive offers below list price? If you are willing to receive offers for your paper below the asking price, select yes and then select the percentage allowed below the asking price. Most sellers are selecting "Any Offer".

Once completed, your listing will be on Go2Paper for all buyers to view via the browse or search functions and will be located in "My Listings" for you to view, edit, or delete.

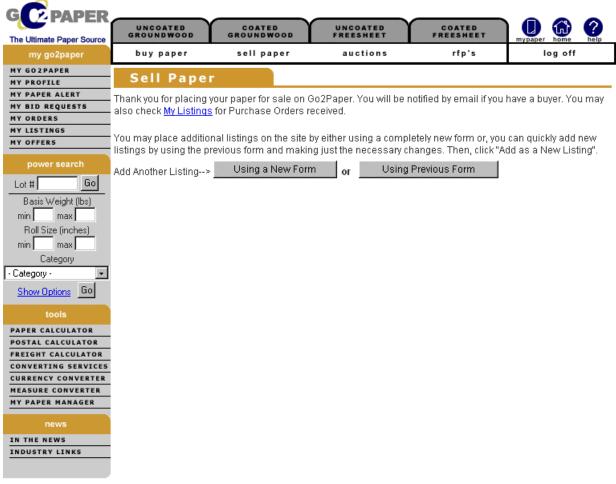
Sell Paper Form



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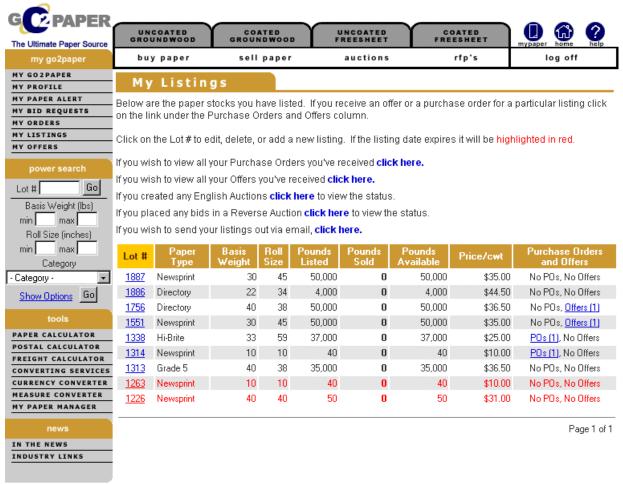
How do I post additional items?

1) When you use the "Sell Paper" button per the above and fill out the form, after you click "Add as a New Listing" you can use the previous form and make the required changes and then click "Add as a New Listing" again. This will add the other listing.



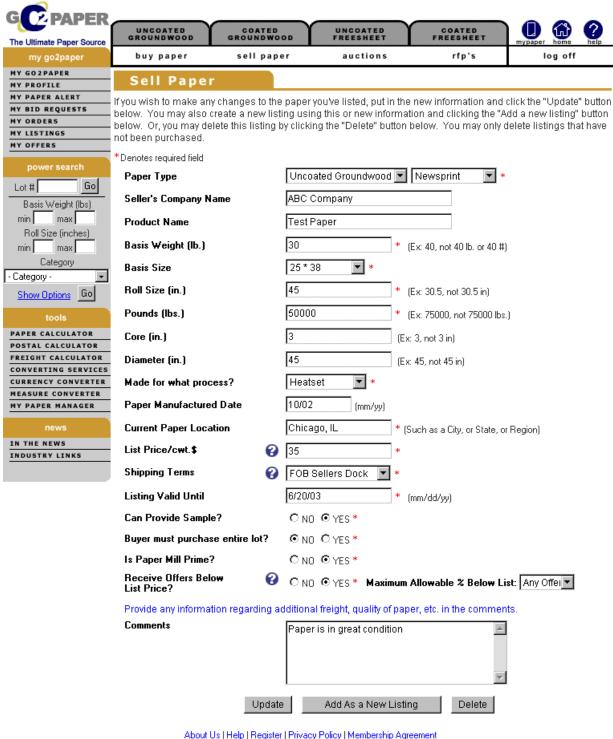
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2) Once you add an item, your listings will be located on the My Listings page. Click on My Listings on the left side of the page. The My Listings page will show all the listings that you have on the site. Click on any of the column headings to sort by that column and quickly find the listing to edit or delete. To add additional items, click on a lot # to bring up the details for that lot#.



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Make the changes and click "Add as a new listing" on the bottom of the page.



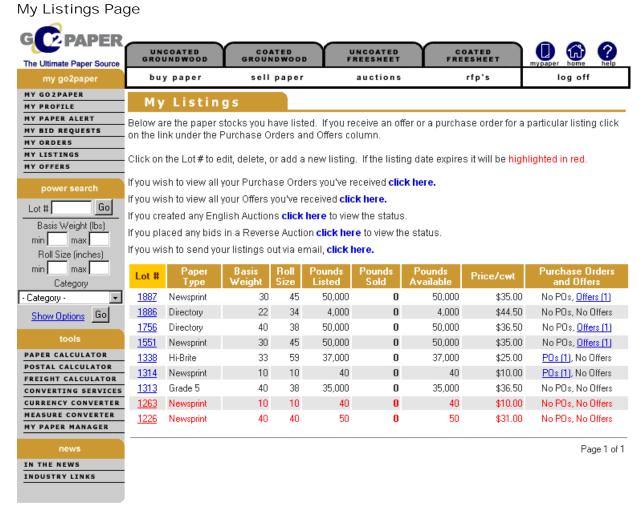
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How do I edit or delete a listing?

If you wish to edit or delete any items, use the same steps per above but click the "Update" button after you've made your changes to that listing or click the "Delete" button if you wish to delete a listing.

What do I do if a buyer makes an offer?

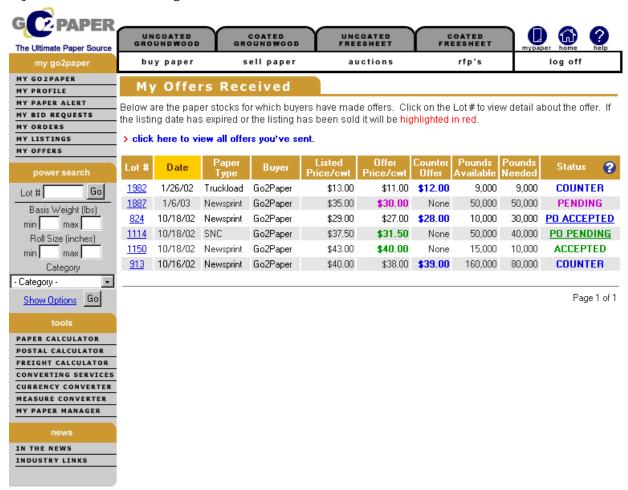
If a potential buyer is interested in purchasing paper, they may make an offer if the seller selected that option while posting the paper. The seller will receive the offer via their registered email address and on their My Listings page along with another copy on their My Offers page. Click on the Offer(1) to view the offer on the My Offers Received page.



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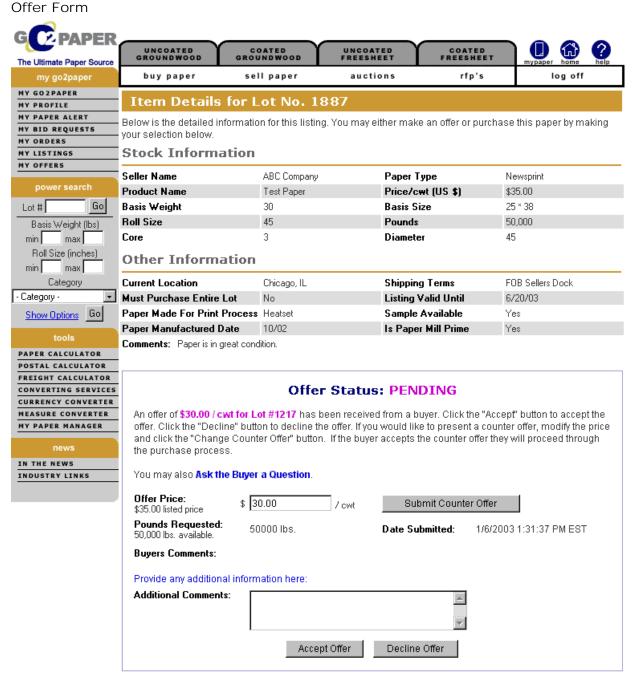
Or, go directly to My Offers and view the status under the status column. Click on the Lot# to make a counter offer, accept the offer, or to decline the offer. This page will also show if a PO has been received for a particular listing and the status as well.

My Offers Received Page



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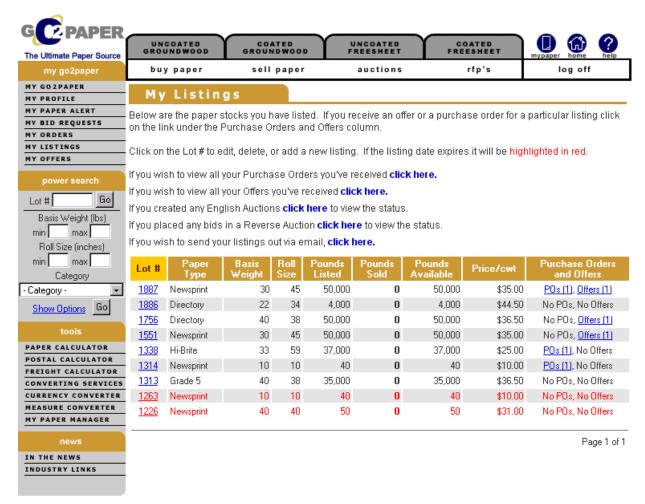
If you wish to counter offer fill in the Offer Price field and click "Submit Counter Offer". If you wish to accept or decline the offer click the appropriate button. In each case, an email will go out to the buyer with your reply and your status will be updated on the My Offers Received page.



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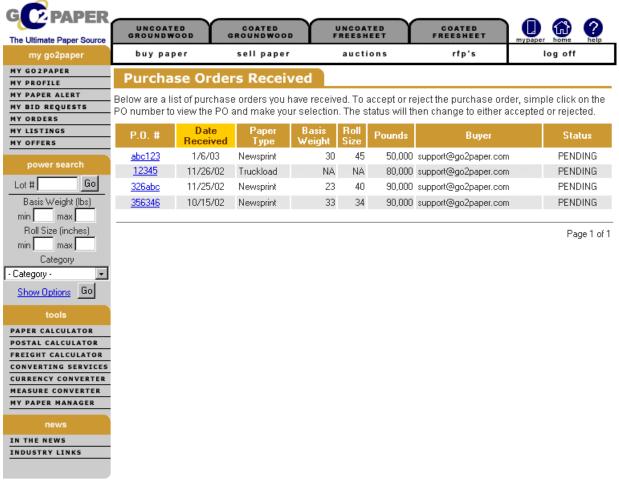
How do I view and accept/reject a Purchase Order?

If the seller receives a Purchase Order it will be located on "My Listings" and be notified via email. Under the Purchase Order column on the "My Listings" page, if there's a number next to the PO such as "POs(1)", then a PO has been received. Click on the POs(1) and view the PO.



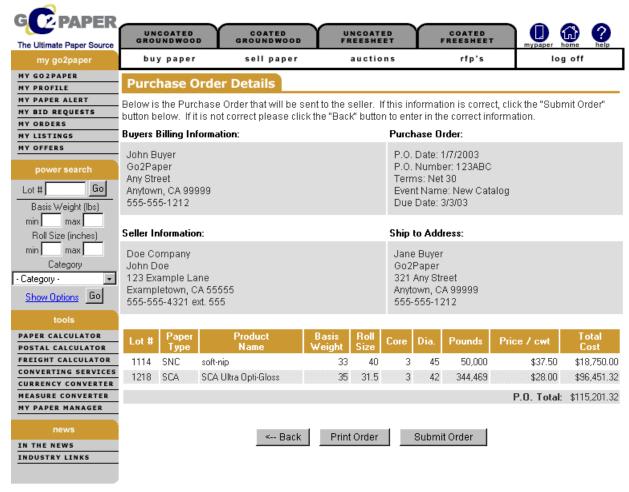
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To view the details of the PO, click on the PO #.



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If the PO status is "Pending" then the seller needs to "Accept" or "Reject" the PO. Or, the seller can email a question to the buyer such as verifying credit.



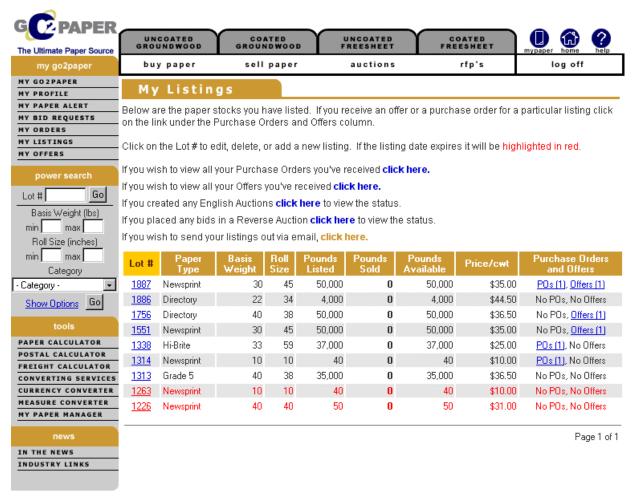
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Once the seller makes a decision the buyer is notified via email and on their My Orders page of the status. A record of the PO is kept for the seller. If all the stock is purchased then that listing is taken off the site automatically. Once accepted, the buyer and seller will then discuss any final shipping arrangements.

Can I email my Listings to potential buyers?

You may use our email, marketing tool to help you sell your paper. From your "My Listings" page, select "If you wish to send your listings out via email, click here." Follow the four-step process to select your listings, your email addresses, and then write your email. You can send a sample copy to yourself first and then send your listings directly to your buyers, who will then be able to click on the listing to make an offer or purchase the paper.



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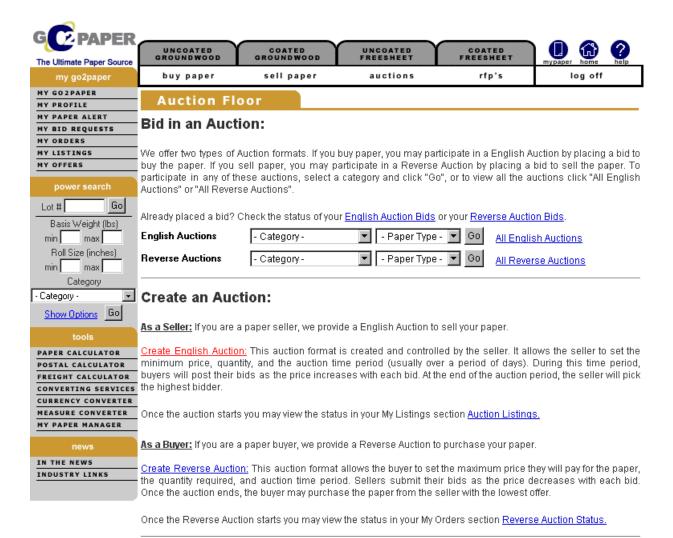
How do I sell paper in an Auction?

If you wish to sell paper via an auction format, you need to click on the Auction link on the top of the page.



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Select "Create an English Auction"



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Fill out the form and click "Add as a New Auction" at the bottom of the page.

G PAPER			—						
The Ultimate Paper Source	UNCOATED GROUNDWOOD	GROUNDWOO	UNCOATI D FREESHE		FREESHEET	mypaper home help			
my go2paper	buy paper	sell paper	auctio	n s	rfp's	log off			
MY GO2PAPER	Create Auc	tion							
MY PROFILE MY PAPER ALERT			tha nanar vali wich	to auction (Once the suction	begins you can view the			
MY BID REQUESTS	auction in progress at yo			to auction. (once the auction	begins you can view life			
MY ORDERS MY LISTINGS	Please enter only numeric values. Ex. Basis Weight: 40, not 40lbs. or Roll Width: 30, not 30in. Use decimal points								
MY OFFERS	to show fractions. Ex. 30								
power search	*Denotes required fields								
Lot # Go	Paper Type		- Category -	▼ - F	Paper Type - 🔽	*			
Basis Weight (lbs)	Seller's Company Name	•							
Roll Size (inches)	Product Name								
min max Category	Basis Weight			lbs. * (E	x: 40, not 40 lbs. or	40 #)			
- Category -	Basis Size		25 * 38 ×	*					
Show Options Go	Roll Width			in. * (Ex	: 30.5, not 30.5 in)				
tools PAPER CALCULATOR	Pounds			lbs. * (E	x: 75000, not 7500	Olbs.)			
FREIGHT CALCULATOR	Core			in. (Ex:	3, not 3 in)				
CONVERTING SERVICES CURRENCY CONVERTER	Diameter			in. (Ex:	45, not 45 in)				
MEASURE CONVERTER MY PAPER MANAGER	Made for what process	?	Unknown	*					
news	Paper Manufactured D	ate	(mm	/уу)					
IN THE NEWS	Current Paper Location	1		* (Enter	a City, State, or Cou	intry)			
INDUSTRY LINKS	Shipping Terms	•	FOB Sellers Dock	*					
	Can Provide Sample		⊙ NO CYES*						
	Is Paper Mill Prime		⊙ NO C YES*						
	Starting Price	•	0	/ cwt *					
	Bid Increment Require	d	\$0.25 ▼ *						
	Reserve Price	•	0	/ cwt					
	Start Date		1/6/03	(mm/dd/yy) *					
	End Date			(mm/dd/yy) *					
	Provide any information regarding additional freight, quality of paper, etc. in the comments.								
	Comments				3				
			Add As a New	/ Auction					

If You Are Buying Paper

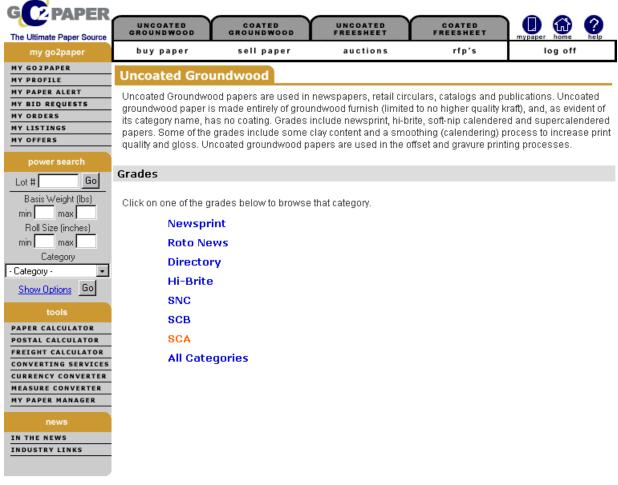
How do I find paper in the MarketPlace?

We provide three ways to find Paper. The buyer can either use the top tabs: Uncoated Groundwood, Coated Groundwood, Uncoated Freesheet, Coated Freesheet. Click the "Buy Paper" button; or use the Power Search on the left side of the page.



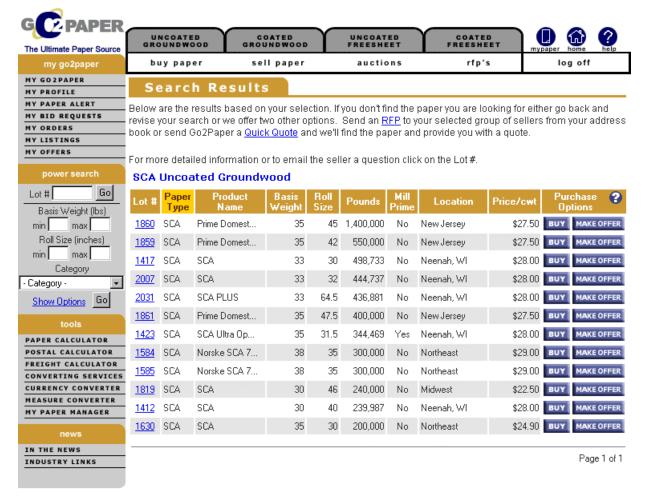
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If searching by category, click one of the tabs on the top of the page such as uncoated groundwood, then select the sub category such as SCA:



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And, view all the SCA stock. Sort any of the columns by clicking on the column heading. Click on the Lot# to show the details of the listing.



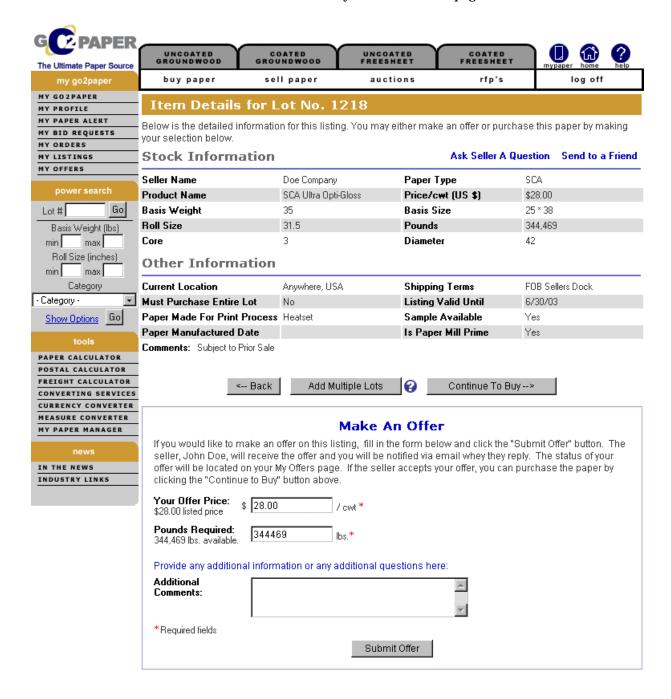
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Can I ask the seller a question before making an offer?

Yes. Click on "Ask Seller A Question" to email a question to the seller. Or, you can email this listing to someone else by clicking "Send to a Friend". The friend will receive an email with a link to this listing.

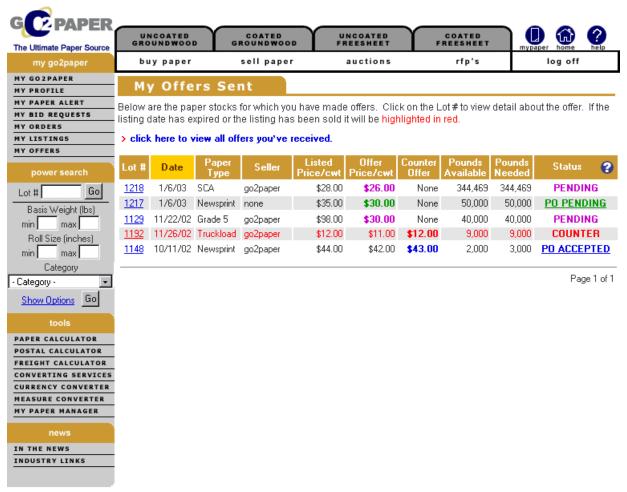
How do I make an offer?

If you find paper that you want, you can make an offer if the seller is accepting offers. Click the Make An Offer button to view the lot details and the make an offer form. Enter your offer price in the field provided along with the pounds you require and any additional comments. Then, click "Submit Offer". Your offer will be sent via email to the seller and also be on their My Offers received page.



How do I view the status of my offer?

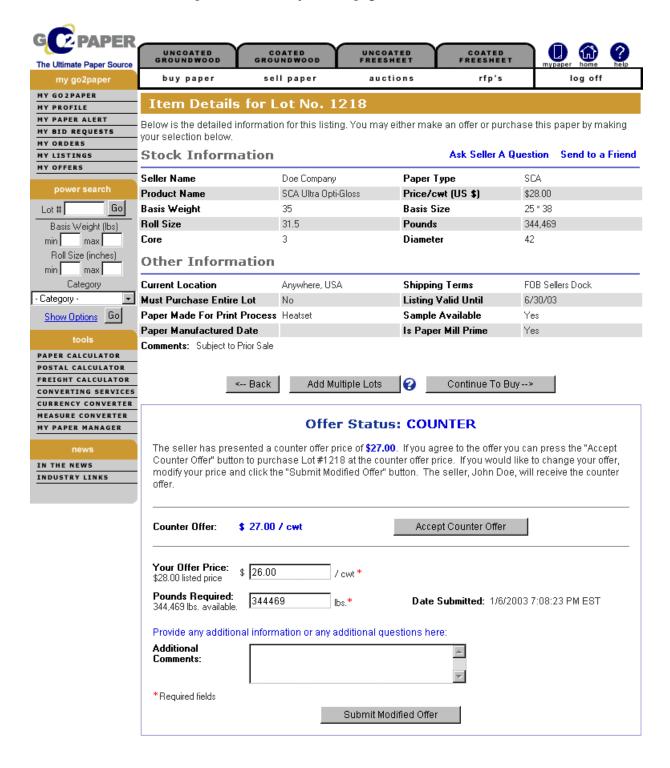
To view the offer status, click on the My Offers link and make sure you are on My Offers Sent. Your offer will be listed here along with the status. Once the seller makes a decision, you will receive an email and the current status will be located here.



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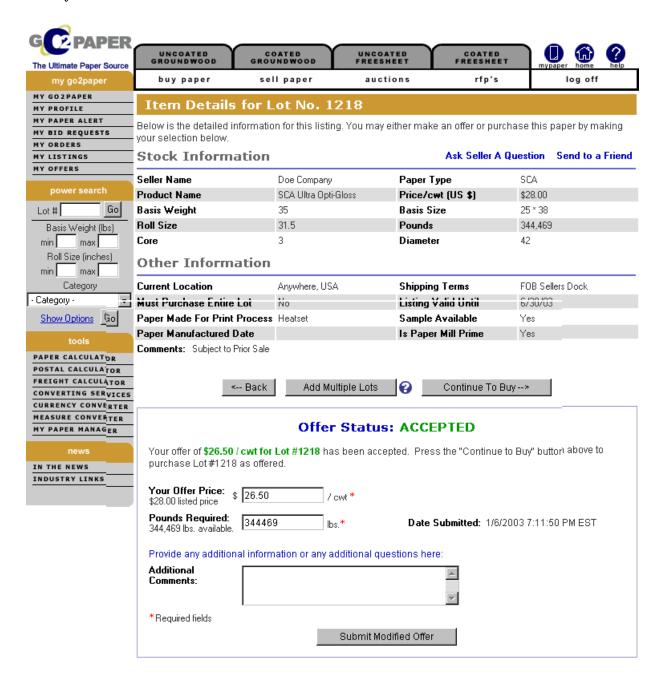
I received a counter offer what do I do?

If you receive a counter offer, then click on the lot# on the My Offers Sent page. If you accept the counter offer, click the "Accept Counter Offer" button and you will proceed with the Purchase Order. The accepted price will automatically transfer to your Purchase Order. If you wish to submit another counter offer, enter the counter off in the field provided and click "Submit Modified Offer". Your offer will be sent via email to the seller and the status will be updated on the My Offers page.



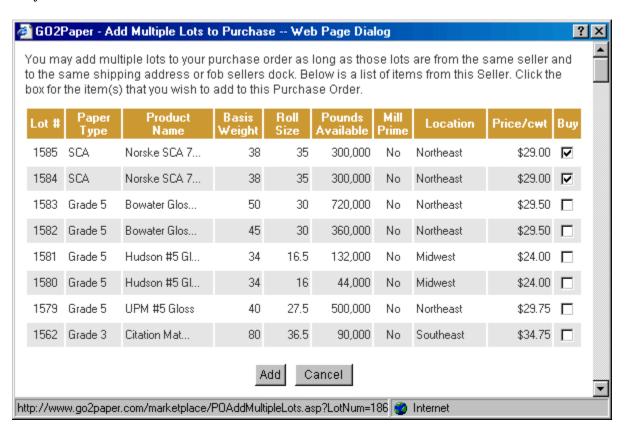
The seller accepted my offer, what do I do?

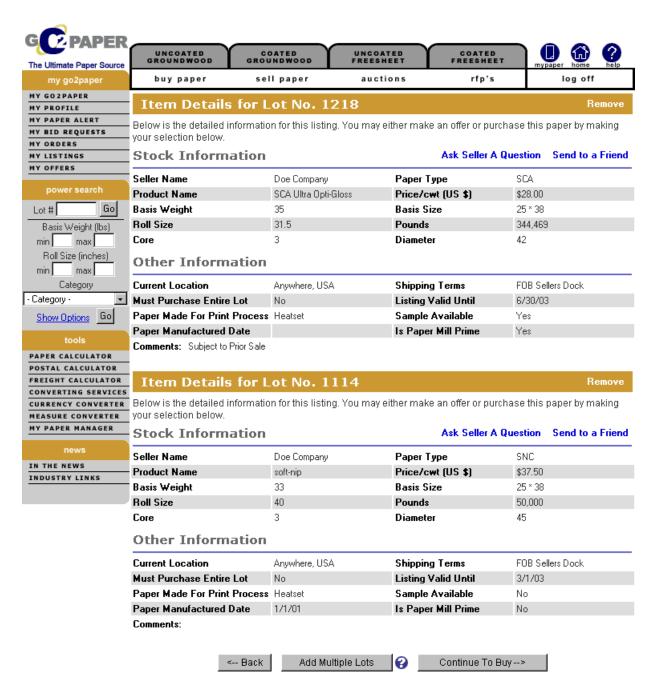
Congratulations. The seller has accepted your offer. All you do now is click the "Continue To Buy" button and follow the steps to create your Purchase Order. The accepted price and pounds required will automatically transfer to the Purchase Order.



Can I add more than one lot to a Purchase Order?

Yes. To purchase multiple lots from a seller and add them to your PO, click the "Add Multiple Lots" button, which will bring up the other listings from that seller per below. Click "Add" and the Lots will be added to your PO.

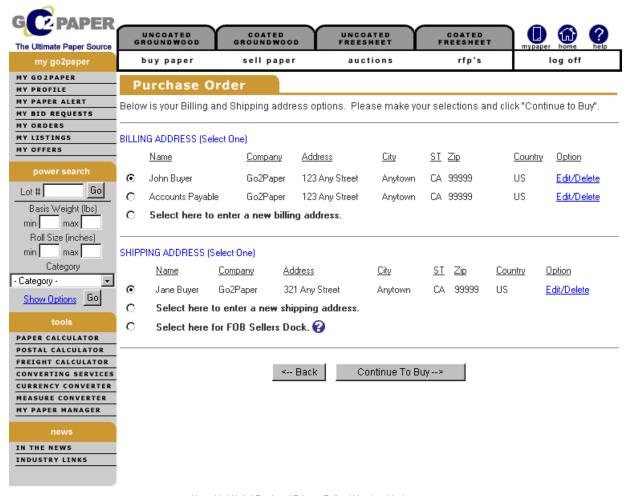




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How do I create a Purchase Order?

Once you have negotiated or found the stock you wish to purchase, click the "Continue To Buy" or the "Buy" for that lot number to begin the PO process. Select your Billing and Shipping Address and click "Continue To Buy". If you are picking up the stock then select "FOB Sellers Dock under the Shipping Address.



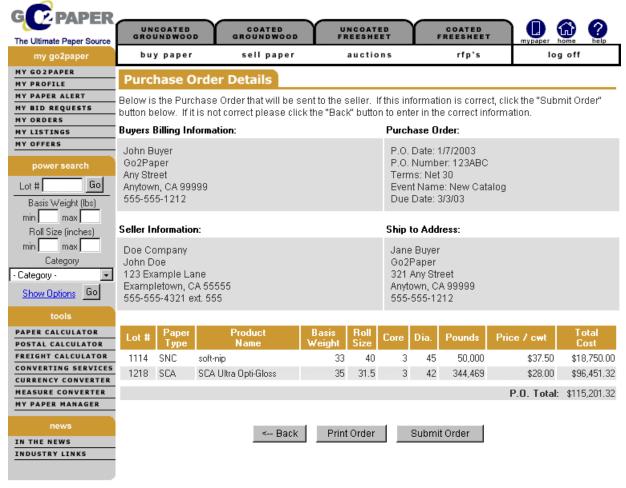
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Confirm the billing and shipping address, enter your PO Number, Due Date, and Terms and confirm the items being purchased and click "Continue" on the bottom of the page.

G PAPER									
The Ultimate Paper Source	UNCOATED GROUNDWOO	D GROUNDWO	OD FREESI	TED C	OATED ESHEET	mypaper home help			
my go2paper	buy pape	r sell pap	er auct	ions	rfp's	log off			
MY GO2PAPER MY PROFILE	Purchas	e Order							
MY PAPER ALERT		_	t's accurate If not o	rlick the hack huttor	n to make anvir	equired changes			
MY BID REQUESTS MY ORDERS	Review the information to make sure it's accurate. If not, click the back button to make any required changes. Then, enter your P.O. Number, Due Date, Terms, and any comments. Then, click the "Continue" button to review								
MY LISTINGS	the PO.								
MY OFFERS	BILL TO ADDRESS								
power search	Company Name	Go2Paper							
Lot # Go	Address	Any Street			City	Anytown			
Basis Weight (lbs)			-		-				
min max	State	California	Zip Code	99999	Country	United States			
Roll Size (inches)	First Name	John		Last Name	Buyer				
Category	Email	sales@go2pap	er.com	Phone No. 555	555-121	2			
- Category -		,							
Show Options Go	SHIP TO ADDRESS								
tools	Company Name	Go2Paper							
PAPER CALCULATOR POSTAL CALCULATOR	Address	321 Any Street			City	Anytown			
FREIGHT CALCULATOR	CL-L-	Colifornia	7:- 0-4-	99999	_				
CONVERTING SERVICES CURRENCY CONVERTER	State	California	Zip Code	99999	Country	United States			
MEASURE CONVERTER	First Name	Jane		Last Name	Buyer				
MY PAPER MANAGER	Email	sales@go2pap	er.com	Phone No. 555	555-121	2			
news									
IN THE NEWS INDUSTRY LINKS	Add Your PC) Information							
INDUSTRY LINKS	P.O. Number	123ABC	*	Event Name	New Catal	og			
	Due Date	3/3/03	(mm/dd/yy)	Terms	Net 30	*			
	Lot # Paper	Product Name	Basis Roll Co	ore Dia. Price/co	wt Pounds	Pounds Required			
	1114 SNC	soft-nip	33 40	3 45 \$37	^^ Available .50				
	1218 SCA	SCA Ultra Opti-Gloss	35 31.5	3 42 \$28	.00 344,469	344469 *			
	_								
	Comments					_			
						V			
		-							
			< Back	Continue>					
			Date	- Jimilao					
	*Required fields								

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Review the Purchase Order and click "Submit Order" to send the PO directly to the seller. You may also print the PO or if you need to make changes click the "Back" button.



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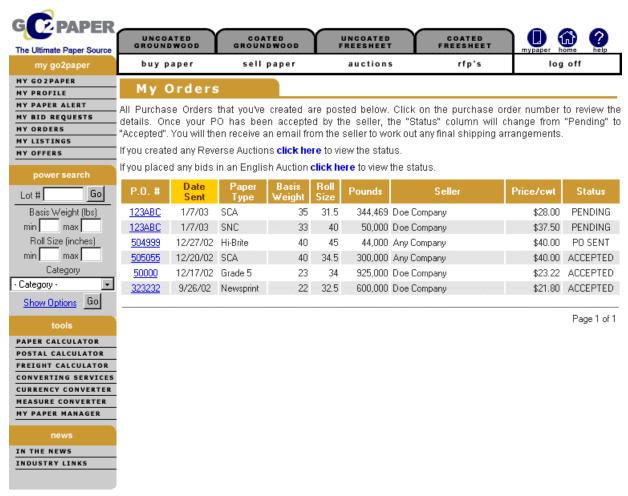
How do I check the status of my Purchase Order?

Once you submit the PO, the seller will receive an email and the PO will be located on the My Orders page for you to view and on the seller's My Listings page for the seller to view.



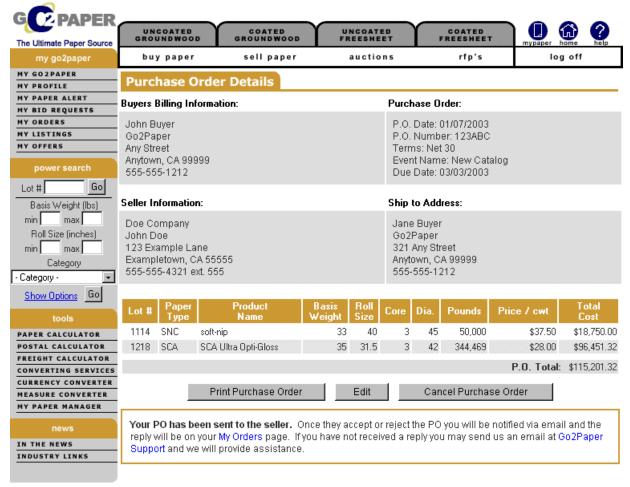
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Click on My Orders to view the status of your PO, which will be "Pending" if the seller has not made a decision, "Accepted" if the seller has accepted the PO, "Rejected" if the seller has rejected the PO, or "Cancelled" if you have cancelled the PO.



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Click on the PO# to view the details of the PO.



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Can I edit or cancel my Purchase Order?

Yes! To edit or cancel your Purchase Order, click on My Orders and select the PO you wish to edit or cancel. Click Edit to make the changes to the PO or click Cancel to cancel the PO. An email will be sent to the seller in either case.