

STANDARD REGISTER CO
Form DEFA14A
March 16, 2011

SCHEDULE 14A INFORMATION

Proxy Statement Pursuant to Section 14(a) of the Securities Exchange Act of 1934

(Amendment No.)

Filed by the Registrant

Filed by a Party other than the Registrant

Check the appropriate box:

Preliminary Proxy Statement

Confidential, for Use of the Commission Only (as permitted by Rule 14a-6(e)(2))

Definitive Proxy Statement

Definitive Additional Materials

Soliciting Material Pursuant to Section 240.14a-12

THE STANDARD REGISTER COMPANY

.....

(Name of Person(s) Filing Proxy Statement, if other than the Registrant)

Payment of filing fee (check the appropriate box):

No fee required.

Fee computed on table below per Exchange Act Rules 14a-6(i)(1) and 0-11.

1) Title of each class of securities to which transaction applies:

.....

2) Aggregate number of securities to which transaction applies:

.....

3) Per unit price of other underlying value of transaction computed pursuant to Exchange Act Rule 0-11 (set forth the amount on which the filing fee is calculated and state how it was determined):

.....

4) Proposed maximum aggregate value of transaction:

.....

5) Total fee paid:

.....

Fee paid previously with preliminary materials.

Check box if any part of the fee is offset as provided by Exchange Act Rule 0-11(a)(2) and identify the filing for which the offsetting fee was paid previously. Identify the previous filing by registration statement number, or the Form or Schedule and the date of its filing.

1) Amount Previously Paid:

N/A

.....

2) Form, Schedule or Registration Statement No.:

N/A

.....

3) Filing Party:

N/A

.....

4) Date Filed:

N/A

.....

***** Exercise Your *Right* to Vote *****

Important Notice Regarding the Availability of Proxy Materials for the

Shareholder Meeting to Be Held on April 28, 2011

THE STANDARD REGISTER COMPANY

Meeting Information

Meeting Type: Annual Meeting

B

For holders as of: March 01, 2011

A

Date: April 28, 2011

R

Time: 11:00 AM EDT

Location:

C

Corporate Headquarters

O

600 Albany Street

D

Dayton, Ohio 45417

E

THE STANDARD REGISTER COMPANY

600 ALBANY STREET

DAYTON, OH 45417

Investor Address Line 1 **1 OF 2**

Investor Address Line 2 **12**

Investor Address Line 3 **15**

Investor Address Line 4

Investor Address Line 5

John Sample

1234 ANYWHERE STREET

ANY CITY, ON A1A 1A1

You are receiving this communication because you hold shares in the above named company.

This is not a ballot. You cannot use this notice to vote these shares. This communication presents only an overview of the more complete proxy materials that are available to you on the Internet. You may view the proxy materials online at www.proxyvote.com or easily request a paper copy (see reverse side).

We encourage you to access and review all of the important information contained in the proxy materials before voting.

Job #

Envelope #

Sequence #

of
Sequence #



Standard

Register

Managing the documents

you can't live without

--- Before You Vote ---

How to Access the Proxy Materials

Proxy Materials Available to VIEW or RECEIVE:

1. Notice & Proxy Statement
2. Form 10-K

How to View Online:

Have the information that is printed in the box marked by the arrow xxxx xxxx xxxx (located on the following page) and visit: www.proxyvote.com.

How to Request and Receive a PAPER or E-MAIL Copy:

If you want to receive a paper or e-mail copy of these documents, you must request one. There is NO charge for requesting a copy. Please choose one of the following methods to make your request:

1) *BY INTERNET:*

www.proxyvote.com

2) *BY TELEPHONE:*

1-800-579-1639

3) *BY E-MAIL*:*

sendmaterial@proxyvote.com

* If requesting materials by e-mail, please send a blank e-mail with the information that is printed in the box marked by the arrow xxxx xxxx xxxx (located on the following page) in the subject line.

Requests, instructions and other inquiries sent to this e-mail address will NOT be forwarded to your investment advisor. Please make the request as instructed above on or before April 14, 2011 to facilitate timely delivery.

--- How To Vote ---

Please Choose One of the Following Voting Methods

Vote in Person: Many shareholder meetings have attendance requirements including, but not limited to, the possession of an attendance ticket issued by the entity holding the meeting. Please check the meeting materials for any special requirements for meeting attendance. At the meeting, you will need to request a ballot to vote these shares.

Vote By Internet: To vote now by Internet, go to www.proxyvote.com. Have the information that is printed in the box marked by the arrow xxxx xxxx xxxx available and follow the instructions.

Vote by Mail: You can vote by mail by requesting a paper copy of the materials, which will include a proxy card.

Voting items

The Board of Directors recommends you vote

FOR the following:

1.

Election of Directors

Nominees

| | | | | | |
|---------------------|--------------------------|-------------------------|------------------------|-------------------------|---|
| 01 David P. Bailis | 02 Roy W. Begley, Jr. | 03 F. David Clarke, III | 04 Julie D. Klapstein | 05 Michael E. Kohlsdorf | B |
| 06 R. Eric McCarthy | 07 Joseph P. Morgan, Jr. | 08 John J. Schiff, Jr. | 09 John Q. Sherman, II | | A |
| | | | | | R |

The Board of Directors recommends you vote FOR proposals 2, 3 and 4.

2.

Proposal to approve The Standard Register Company 2011 Equity Incentive Plan.

3.

Proposal to approve an amendment to The Standard Register Company Management Incentive Compensation Plan.

4.

Proposal to ratify the appointment of Battelle & Battelle LLP, Certified Public Accountants, as The Standard Register Company's independent auditors for the year 2011.

NOTE: According to their best judgment on any and all matters as may properly come before the meeting or any

adjournments thereof, The Board of Directors does not know of any other matter to be brought before the Annual

Meeting other than the four described above.

0000 0000 0000

Broadridge
Internal Use Only

XXXXXXXXXX

XXXXXXXXXX

Cusip

Job #

Envelope#

**Reserved for Broadridge Internal
Control Information**

NAME

| | |
|---------------------------------------|------------------------------|
| THE COMPANY NAME INC. - COMMON | 123,456,789,012.12345 |
| THE COMPANY NAME INC. - CLASSA | 123,456,789,012.12345 |
| THE COMPANY NAME INC. - ClassB | 123,456,789,012.12345 |
| THE COMPANY NAME INC. - ClassC | 123,456,789,012.12345 |
| THE COMPANY NAME INC. - ClassD | 123,456,789,012.12345 |
| THE COMPANY NAME INC. - ClassE | 123,456,789,012.12345 |
| THE COMPANY NAME INC. - ClassF | 123,456,789,012.12345 |
| THE COMPANY NAME INC. - 401 K | 123,456,789,012.12345 |

Broadridge Internal
Use Only

THIS SPACE RESERVED FOR SIGNATURES IF APPLICABLE

XXXXXXXXXX

XXXXXXXXXX

Cusip

Job #

Envelope#