

Klenke Joseph L  
Form 3  
January 12, 2012

**FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION**  
**Washington, D.C. 20549**

OMB APPROVAL

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**INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934,  
Section 17(a) of the Public Utility Holding Company Act of 1935 or Section  
30(h) of the Investment Company Act of 1940

(Print or Type Responses)

|   |         |                                      |  |  |
|---|---------|--------------------------------------|--|--|
| 1. Name and Address of Reporting Person * |         | 2. Date of Event Requiring Statement | 3. Issuer Name <b>and</b> Ticker or Trading Symbol   |  |
| Â Klenke Joseph L                         |         | (Month/Day/Year)                     | STANDARD REGISTER CO [SR]  |  |
| (Last)                                    | (First) | (Middle)                             | 4. Relationship of Reporting Person(s) to Issuer   | 5. If Amendment, Date Original Filed(Month/Day/Year) |
|   |         | 01/03/2012                           |  |  |
| 600 ALBANY STREET                         |         |                                      | (Check all applicable)   |  |
| (Street)                                  |         |                                      | <input type="checkbox"/> Director <input type="checkbox"/> 10% Owner<br><input type="checkbox"/> Officer <input checked="" type="checkbox"/> Other<br>(give title below)    (specify below)<br><input type="checkbox"/> Pres. Commercial Business Unit |  |
| DAYTON,Â OHÂ 45417                        |         |                                      | 6. Individual or Joint/Group Filing(Check Applicable Line)   |  |
| (City)                                    | (State) | (Zip)                                | <input checked="" type="checkbox"/> Form filed by One Reporting Person<br><input type="checkbox"/> Form filed by More than One Reporting Person  |  |

**Table I - Non-Derivative Securities Beneficially Owned**

| 1. Title of Security<br>(Instr. 4) | 2. Amount of Securities Beneficially Owned<br>(Instr. 4) | 3. Ownership Form:<br>Direct (D)<br>or Indirect (I)<br>(Instr. 5) | 4. Nature of Indirect Beneficial Ownership<br>(Instr. 5) |
|------------------------------------|--|---|--|
| Common Stock <sup>(14)</sup>       | 32,447   | D   | Â  |

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

SEC 1473 (7-02)

**Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.**

**Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)**

| 1. Title of Derivative Security<br>(Instr. 4) | 2. Date Exercisable and Expiration Date<br>(Month/Day/Year) | 3. Title and Amount of Securities Underlying Derivative Security<br>(Instr. 4) | 4. Conversion or Exercise Price of Derivative Security | 5. Ownership Form of Derivative Security:<br>Direct (D)<br>or Indirect | 6. Nature of Indirect Beneficial Ownership<br>(Instr. 5) |
|---|---|--|--|--|--|
|   | Date Exercisable  | Expiration Date  | Title  | Amount or Number of  |  |

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|                          |                        |            |              | Shares |          | (I)<br>(Instr. 5) |   |
|--------------------------|------------------------|------------|--------------|--------|----------|-------------------|---|
| Option to Buy <u>(1)</u> | 05/01/2002 <u>(4)</u>  | 02/13/2012 | Common Stock | 2,000  | \$ 22.87 | D                 | Â |
| Option to Buy <u>(1)</u> | 02/05/2004 <u>(5)</u>  | 02/05/2013 | Common Stock | 1,500  | \$ 20.16 | D                 | Â |
| Option to Buy <u>(2)</u> | 12/31/2004 <u>(6)</u>  | 02/18/2014 | Common Stock | 4,000  | \$ 18.01 | D                 | Â |
| Option to Buy <u>(1)</u> | 02/23/2006 <u>(7)</u>  | 02/23/2015 | Common Stock | 2,500  | \$ 12.89 | D                 | Â |
| Option to Buy <u>(2)</u> | 02/22/2007 <u>(8)</u>  | 02/22/2016 | Common Stock | 5,000  | \$ 17    | D                 | Â |
| Option to Buy <u>(2)</u> | 02/21/2008 <u>(9)</u>  | 02/21/2017 | Common Stock | 5,000  | \$ 13.07 | D                 | Â |
| Option to Buy <u>(2)</u> | 02/25/2010 <u>(10)</u> | 02/25/2019 | Common Stock | 20,000 | \$ 4.7   | D                 | Â |
| Option to Buy <u>(2)</u> | 04/30/2010 <u>(11)</u> | 04/30/2019 | Common Stock | 21,200 | \$ 5.22  | D                 | Â |
| Option to Buy <u>(2)</u> | 03/02/2011 <u>(12)</u> | 03/02/2020 | Common Stock | 24,694 | \$ 5.82  | D                 | Â |
| Option to Buy <u>(3)</u> | 03/03/2012 <u>(13)</u> | 03/03/2021 | Common Stock | 48,077 | \$ 3.38  | D                 | Â |

## Reporting Owners

| Reporting Owner Name / Address                           | Relationships |           |         |                                |
|--|---------------|-----------|---------|--------------------------------|
|  | Director      | 10% Owner | Officer | Other                          |
| Klenke Joseph L<br>600 ALBANY STREET<br>DAYTON, OH 45417 | Â             | Â         | Â       | Pres. Commercial Business Unit |

## Signatures

/s/Gerard D. Sowar, by power of attorney for Joseph L. Klenke 01/12/2012

\*\*Signature of Reporting Person

Date

## Explanation of Responses:

- \* If the form is filed by more than one reporting person, *see* Instruction 5(b)(v).
- \*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
- (1) Granted pursuant to The Standard Register Company 1995 Stock Option Plan.
- (2) Granted pursuant to The Standard Register Company 2002 Equity Incentive Compensation Plan.
- (3) Granted pursuant to The Standard Register Company 2011 Equity Incentive Plan.
- (4) The options are exercisable in equal increments on 5/1/2002 and 2/13/2004.

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- (5) The options are exercisable in increments of 1/4th on 2/5/2004 and 3/4ths on 12/31/04.
- (6) The options are exercisable in full on 12/31/04.
- (7) The options are exercisable in equal increments on 2/23/06, 2/23/07, 2/23/08, 2/23/09.
- (8) The options are exercisable in equal increments on 2/22/07, 2/22/08, 2/22/09, 2/22/10.
- (9) The options are exercisable in equal increments on 2/21/08, 2/21/09, 2/21/10, 2/21/11.
- (10) The options are exercisable in equal increments on 2/25/10, 2/25/11, 2/25/12, 2/25/13.
- (11) The options are exercisable in equal increments on 4/30/10, 4/30/11, 4/30/12, 4/30/13.
- (12) The options are exercisable in equal increments on 3/2/11, 3/2/12, 3/2/13, 3/2/14.
- (13) The options are exercisable in equal increments on 3/3/12, 3/3/13, 3/3/14, 3/3/15.
- (14) 28,466 shares are unvested shares subject to certain restrictions.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *See* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.