



Paper, Packaging & Supplies Industries

What is the Mission of NPTA Alliance?

To actively support the success of our members through the delivery of networking, education, advocacy, industry data and research that focuses on the health of the distribution channel.

Who are NPTA Alliance Members?

NPTA represents distributors and manufacturers who serve end-user customers in the following markets: printing papers, packaging, industrial paper and facility supplies.

What Can NPTA Alliance Do for You?

Competitive threats to the paper, packaging & supplies distribution channel are increasing from a wide variety of sources, including other types of distributors, direct sellers, brokers, retailers and others. To maintain its viability and its status as the preferred channel to market, the paper, packaging & supplies distribution channel must continuously improve its effectiveness and efficiency. NPTA supports continuous improvement by offering the following:

- A **forum** where members can legally exchange ideas, experiences and information while developing business relationships.
- **Research & benchmarking** to help members identify opportunities to improve their businesses.
- **Information & education** to help members make better informed decisions in managing their businesses.
- **Training & leadership development** opportunities for executives and managers to grow.
- **Communications** to distribute news, best practices, trends and recognition of industry leaders.

NPTA is...

- Dedicated to the **health and professionalism** of the paper, packaging & supplies distribution industries.
- A **driver of cost-savings** by leveraging group buying power of programs and services and opening up resources and opportunities, which would not be available to individual firms.
- An opportunity for **brand positioning** by showcasing an external commitment to the distribution channel.

A strong distribution trade association for the paper, packaging and supplies industries benefits everyone...

- Facilitates relationship-building and access to new contacts.
- Facilitates sharing between member firms of new ideas and lessons learned from successes and failures.
- Expands members' knowledge beyond their internal environments.
- Makes each member company a smarter competitor.
- Facilitates standardized processes and best practices that drive down costs.
- Generates solutions to industry-wide issues and trading partner conflict.
- Provides a united voice when addressing threats to the industry, such as government encroachment.
- Attracts talent and funding for industry growth.

Member Products & Services

• Networking

NPTA develops events and tools that unite distributor, manufacturers and allied service firms with the objective of strengthening relationships, facilitating new business opportunities and developing a community of professionals with similar challenges and opportunities.

- **NPTA Annual Convention:** Unites senior executives, sales & marketing personnel and procurement executives from paper distribution and manufacturing firms to strengthen relationships, exchange information, enhance awareness of products/programs, facilitate dialogue around new product introductions and be educated on issues and trends impacting the marketplace. This event features private suite meetings between distributors and manufacturers, educational sessions and social functions.
- **NPTA DistriPak Pavilion & Networking Reception at PACK EXPO:** These opportunities unite executives and sales and marketing managers from packaging distribution and manufacturing firms facilitating new contacts and strengthened relationships.
- **NPTA DistriPak Pavilion at ISSA/InterClean®:** This opportunity unites executives and sales and marketing managers from industrial paper and facility supplies distribution and manufacturing firms designed to facilitate new contacts and strengthen relationships.
- **NPTA Online Social Networking:** Young Leaders on LinkedIn: Young executives interact with peers online and source industry news, new ideas, best practices and recommendations on issues and challenges.
- **Paper Distribution Council Annual Conference:** Unites an exclusive audience of senior executives from leading paper distribution and manufacturing firms to network and address industry issues and trends.

• Education and Training

NPTA offers its member firms cost-effective training related to supply chain, distribution management and general business topics delivered via multiple media. NPTA offers industry professionals career development opportunities and leadership training.

- **NPTA's Supply Chain Academy (In partnership with Accenture):** An online training portal featuring world-class learning delivered via 500+ online training courses, covering all aspects of supply chain, available to members via an annual subscription at a fraction of the cost compared to traditional training seminars. This resource is relevant for distribution and manufacturing professionals.
- **NPTA's University of Industrial Distribution:** An annual management development program held each spring at Purdue University, UID features a four-day, customized learning experience, featuring the best trainers in distribution management offered at an incredibly affordable cost within a university environment. This event is relevant for distribution and manufacturing professionals.
- **NPTA's Annual Webinar Series:** Covering a rotating menu of distribution management topics and economic trend updates, this annual Webinar series offers member firms the opportunity to bring training deep into their personnel ranks in a cost-efficient manner, requiring no travel expense or time out of the office.
- **NPTA's Career Center Job Board:** An online portal designed to provide industry professionals with career development tools and member firms with resources and content designed to enhance their ability to attract and retain talent. A primary component of the NPTA Career Center is the Distribution Job Board, which allows supplier members to post job openings at a reduced cost and job seekers to quickly source job openings specific to the distribution sector. The job board is marketed to distribution professions across multiple distribution industries and draws job seekers from large, broad-based job boards.
- **PAPER Foundation:** The Paper and Plastics Education & Research (PAPER) Foundation focuses on the paper, packaging and supplies distribution channel. Its mission is to provide leading-edge research and education that will enhance the performance of individual member firms and/or the industry, facilitate a forum for distributors and manufacturers to unite and address industry issues and to leverage the research to attract and retain members to NPTA. Research findings are shared with the members through white papers, reports and educational presentations at NPTA events.

NPTA Alliance

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- **Industry Data and Research**

NPTA generates exclusive benchmarking data generated from distributor members, economic data based on industry-specific indicators, research on industry topics and trends.

- **NPTA's Quarterly Economic Reports (In partnership with Institute for Trend Research):** These reports correlate macroeconomic data to specific product categories directly related to the printing and packaging industries, allowing members to forecast what effect the economy has on their business and what they can reasonably expect for up to six quarters in the future.
- **NPTA's Distributor Financial Benchmarking Program (In partnership with iLumen):** Subscribing distributor members automatically upload key financial metrics into a secure, online tool that provides these firms access to real-time benchmarking and analysis of their financial information compared to similar industry distributors. Individual financial performance can also be compared to select industry peer groups based on membership segment, company size, geography and buying group/marketing group affiliation.
- **NPTA's Distributor Profitability Analysis Reports:** Based on aggregated data provided monthly by NPTA distributor members, key industry metrics and trends are identified and analyzed through these reports.
- **NPTA's Annual Distributor Inventory Report (In partnership with American Forest & Paper Association):** Inventory levels of paper distributors are tracked by key product category on a monthly basis and aggregated amounts are featured within this report.
- **NPTA's Annual Safety Report:** NPTA surveys distributor members on a yearly basis to find incidence rates for accidents and injuries among member companies. Participating members provide information from their OSHA Log 200 forms and includes total number of accidents and injury cases, lost workday cases, lost workdays and restricted duty days.
- **NPTA's Distributor Compensation Report:** This biannual report provides an analysis of management and employee pay scales, employee benefits and sales policies across paper, packaging and supplies distributors, as well as a broad spectrum of distributors across various industries outlined locally by hundreds of cities across the U.S. and Canada.
- **NPTA's Industry Research Series (In partnership with University of North Florida):** The Paper and Plastics Education & Research (PAPER) Foundation focuses on providing leading-edge research and education that will enhance the knowledge and provide the intellectual capital to ultimately improve the performance of individual members and the industry.

- **Industry Advocacy**

NPTA advocates on behalf of the value of utilizing wholesale distributors to bring product to market, the benefits of renewable forest products and the enhanced utilization of print media and direct mail.

- **NPTA's Online Take Action Advocacy Portal:** Developed in partnership with the American Forest & Paper Association (AF&PA), this online resource is featured within NPTA's Web site and allows NPTA members to take an active role in the legislative issues impacting our industry. Features include hot issues tracking, legislative alerts, political news, tools and tips for contacting your elected officials, congressional scorecards, as well as election and voting information.
- **Paper Council & Mail Moves America:** The Print Council is a business development alliance dedicated to promoting the greater use of print media with a goal to influence and promote the use of print media through education, awareness, market development, advocacy and research. NPTA supports the efforts of the Print Council.
- **Mail matters to small businesses:** Small businesses depend on advertising mail to reach new and existing customers that then generate new jobs. NPTA supports the Mail Moves America campaign.
- **National Association of Wholesaler-Distributors:** Through direct lobbying, leadership of coalitions and grassroots lobbying, NAW supports legislation that helps distributors manage their business as they see fit and earn and retain profits and opposes legislation that impedes those objectives. NPTA supports NAW.

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- **Marketing & Communications**

NPTA seeks to keep its members up-to-date on industry news, trends and best practices, as well as member accomplishments and case studies, utilizing various communication media.

- **NPTA's Paper & Packaging Update Newsletter:** Distributed monthly, this e-newsletter keeps members up-to-date on industry and member news, NPTA offerings, industry events, legislative updates, as well as features special reports.
- **NPTA's Online Supplier Search:** An online product directory accessed via the NPTA Web site. Supplier members receive a free listing and are highlighted within multiple product categories at no cost. Distributor members can easily and quickly source all producers of products (members or non-members) related to their business within a customized search tool specific to our industry. They can also easily request additional data from the firms that they are most interested.
- **NPTA Web Site:** A comprehensive resource for members, prospective members and industry contacts. The public side of the site features background information on NPTA, an outline of our value proposition, instruction and forms for joining the association and limited content on our many products and services. The members-only area includes an information repository that features an archive of industry reports, articles, white papers, research and publications. The Web site also features an interface to NPTA's Supply Chain Academy, NPTA's Take Action Advocacy Portal, NPTA's Online Supplier Search Directory and the NPTA Career Center Job Board.

- **Recognition & Awards**

NPTA seeks to acknowledge both industry veterans and up-and-coming professionals for their strong leadership and professionalism, provide a forum for young executives to develop their careers and acknowledge member firms for their safety records and professionals for their industry tenure. The PAPER Foundation supports the educational development of children of industry professionals through annual scholarships.

- **NPTA's Annual Stanley O. Styles Award:** NPTA's highest honor is awarded to an individual who had had a distinguished career in the paper, packaging or supplies industries. Recipients are distinguished by their positive impact on the industry through innovation and dedication and whose character represents the ideals for which leaders all strive.
- **NPTA's Young Leaders Division (YLD) Network:** A sub-group of NPTA designed for up-and-coming industry leaders under age 45. YLD supports the industry's next generation of leaders by providing them with education, training, mentoring and networking opportunities. YLD operates a social networking site on LinkedIn.
- **NPTA Annual Young Leader Award:** Recognizes those professionals who are members of the Young Leaders Division who have made significant contributions to their companies, the industry and NPTA during the course of a given year.
- **NPTA's Annual Distributor Safety Certificates:** NPTA surveys its distributor members each year to track incident rates for accidents and injuries within member branch locations based on OSHA log 200 forms. Locations that successfully operate for a year incident-free are acknowledged by NPTA.
- **NPTA's Annual Golden Eagle Certificates:** Recognizes those individuals who have served the paper, packaging and supplies industries for 40+ years.
- **PAPER Foundation Scholarship Program:** The PAPER Foundation Scholarship Program has been established to reward academic excellence to children and grandchildren of current employees of member companies. Individual scholarships can range from \$3,000 - \$10,000 each.