



For Immediate Release
August 17, 2011

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NPTA Alliance and Institute for Trend Research Release Economic Outlook Report

CHICAGO – NPTA Alliance announced the availability of its Summer 2011 Economic Outlook Report to its members. NPTA partnered with Institute for Trend Research (ITR) to develop a series of customized, quarterly economic reports specific to the paper industry and exclusively for NPTA members.

Produced by ITR Senior Economists, the NPTA Economic Outlook Reports correlate macroeconomic data to specific product categories related to the paper suppliers and distributors. NPTA members can use the report to forecast the effect the economy will have on business and what to reasonably expect for up to six quarters in the future.

"NPTA members use the economic outlook reports as a reference when answering questions like when to increase overhead, add sales staff, cut inventory levels and increase or decrease sales and marketing allocations," said Kevin Gammonley, NPTA CEO. "Knowing how to act and react to changing economic trends can result in increased profits and costs savings. This resource is very valuable to our members."

The NPTA Alliance Economic Outlook Report is one of many member benefits. Additional tools available to members include the, online supply-chain training powered by Accenture, a university-based management training conference and more.

For more information on [NPTA Alliance](#), visit www.goNPTA.com.

About NPTA Alliance: NPTA Alliance (formerly the National Paper Trade Association, Inc.), founded in 1903, is the association for the \$60 plus billion paper, packaging and supplies distribution industries. The mission of NPTA is to actively support the success of its members through the delivery networking, education, industry data and research and advocacy, which focuses on the health of the distribution channel.

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