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## **NPTA Alliance Partners with InfoTrends to Identify Key Trends Impacting the Paper Merchant Channel**

CHICAGO – NPTA Alliance is pleased to announce that it has partnered with InfoTrends, the leading worldwide market research and strategic consulting firm for the digital imaging and document solutions industry, to conduct research that will help NPTA and its members better understand the changing dynamics of the paper merchant channel.

“With the paper industry’s dramatic climate change in recent years, it’s more important than ever to determine where the industry is headed,” said NPTA Alliance CEO Kevin Gammonley. “The research will help us not only gain a better understanding of the channel’s future, but also enable NPTA to deliver enhanced products and services to meet the evolving needs of paper merchants.”

An executive summary of the report will be shared with all NPTA members and the complete study can be purchased by NPTA members at a significantly reduced rate.

For more information on NPTA Alliance, visit [www.goNPTA.com](http://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.

**About InfoTrends:** InfoTrends ([www.infotrends.com](http://www.infotrends.com)), a Questex Company, is the leading worldwide market research and strategic consulting firm for the digital imaging and document solutions industry. We provide research, analysis, forecasts, and advice to help clients understand market trends, identify opportunities, and develop strategies to grow their businesses. InfoTrends has a network of offices throughout the United States, Europe and Asia providing a global view of industry trends and future developments.

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