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## **NPTA Alliance Partners with InfoTrends to Provide Insights into Paper Merchant Channel Trends**

Chicago, Ill. – NPTA Alliance has partnered with InfoTrends to develop research to better understand how the paper merchant channel is being impacted by factors such as market shifts, a weak economy, changes in buyer behaviors and competition. InfoTrends has released the findings in its new study, *Paper Merchant Survey 2011*.

The comprehensive report surveyed paper merchants on a variety of topics including customer behavior, product selection and services. The resulting study includes more than 90 pages of survey data and analysis, historical data and analysis, profiles of paper merchants and merchant stores, and key findings and recommendations.

The key findings include increased efforts by merchants to remain competitive in a challenging economy by branching into new areas of business, such as ink and toner, packaging, and janitorial supplies. “We were not surprised to find that paper merchants are seeking new ways to stay profitable, secure new customers and maintain a loyal base of customers in the current market,” said NPTA CEO Kevin Gammonley. “They are looking to long-standing partners such as paper mills and vendors to help them identify resources for new products, for operating more efficiently to reduce costs and for training to adapt to a marketplace increasingly driven by digital printing.”

The report can be purchased by visiting [http://store.infotrendsresearch.com/product\\_p/115362.htm](http://store.infotrendsresearch.com/product_p/115362.htm). NPTA Alliance members receive an exclusive 15% discount.

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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