



**For Immediate Release**  
June 24, 2009

**For More Information Contact:**  
Tracy Schorle, 312.673.5921  
[tschorle@gonpta.com](mailto:tschorle@gonpta.com)

## **NPTA Alliance Launches New Web site**

CHICAGO – NPTA Alliance is pleased to announce that it has launched its new Web site – [www.goNPTA.com](http://www.goNPTA.com) – which is now the most comprehensive source for the paper and packaging industry, including NPTA member news, data and statistics, education, benefits and advocacy.

New resources and features of the Web site include:

- **NPTA Alliance Supply Chain Academy**, powered by Accenture, which offers hundreds of online courses, many of which are offered in three different languages, providing 24/7 education to employees of every level.
- **NPTA Supplier Search**, developed in partnership with MultiView Inc., a leading publisher of Online Supplier Directories (OLSD) for national associations, which provides NPTA members the most comprehensive listing of suppliers to the paper and packaging industry.
- **Financial Benchmarking & Industry Analysis**, powered by iLumen Financial Information Network, which provides members online access to analysis of the paper and packaging industry's trends and peer group comparisons on a monthly basis.
- **Economic Data**, supplied by the Industry for Trend Research (ITR), which provides members quarterly economic outlook reports that correlate macroeconomic data to specific product categories directly related to the paper and packaging industry.
- **Advocacy Information**, provided in partnership with the American Forest & Paper Association (AF&PA), which supplies members current information on issues before the U.S. Congress affecting the industry.

In addition to fresh content, the site features a new design and an upgraded navigation structure to improve usability for visitors. The site continues to evolve with new features, such as a Career Center that will be available to Web site visitors on July 8.

For more information and to peruse the Web site's new features, 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+ billion paper, packaging, and supplies distribution industry. 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.

###