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NPTA Alliance Announces Evergreen Consulting Program to Help Distributors Increase Profitability

Chicago – Challenging economic conditions have most distributors thinking strategically about how to restructure their companies for enhanced bottom-line results. Strategic pricing is one area that is often overlooked or perceived as overly complicated and time-consuming. Evergreen Consulting, a proven pricing consulting firm targeting the paper, packaging and supplies industries, can bring expert pricing assistance to distributors at a reduced cost. As part of the **NPTA Distributor Profit Improvement Program**, SmartPricing™ is now available through Evergreen Consulting to NPTA distributor members at a reduced cost.

"Any company in the distribution industry knows that increasing its gross margin can be the silver bullet to solve problems it may have of inadequate or underperforming profitability. In the past that has been easier said than done mainly because it was more art than science. However the game has changed. Today, a business leader can make data-based decisions that can immediately impact the profitability of his or her company with minimal risk. Evergreen Consulting has developed a program, proven at both distributor and manufacturer levels in our industry and in others, which can help improve a company's profitability. NPTA has arranged for its member companies to engage Evergreen Consulting on an individualized basis, and NPTA is pleased to be able to make Evergreen's powerful program available to our members at a significantly reduced cost," said Newell Holt, CEO, NPTA Alliance.

Evergreen Consulting has conducted strategic pricing projects with several firms operating in the paper, packaging, janitorial and foodservice supplies industries. Brent Grover is a paper distribution veteran and a National Association of Wholesaler-Distributors (NAW) Institute for Distribution Excellence Research Fellow and has written six books for NAW. The most recent, *Strategic Pricing for Distributors*, was co-authored with Evergreen Consulting partner Ken Brown. Evergreen literally "wrote the book" on strategic pricing.

Through a four-step process tailored to each unique distributorship and its products and customers, SMARTPricing™ can help distributors achieve an increase in gross margin. The process includes:

- Statistical analysis of transaction database, using customer and product segmentation, sensitivity analytics, resulting in detailed pricing recommendations for each customer-product combination
- Recommended improvements to the pricing processes used for warehouse and direct orders, stock and special order products, bids, freight charges, add-on invoice charges and more
- Advice on streamlining information systems, including the pricing library, list prices, product costs, book prices and special price contract records
- Training for outside sales and sales support staff to make 'highest and best use' of sales rep time, provide data for information-based price negotiations and to enable the staff to price with style, grace and with confidence

NPTA has arranged for members to enjoy a significant reduction in the up-front cost of securing Evergreen's assistance for a strategic pricing project. However, NPTA will not be a party to any consulting agreement between Evergreen Consulting and any member company which chooses to engage Evergreen Consulting's services, nor will NPTA be involved in any way in the performance of Evergreen Consulting's services for any of its clients or for the results of Evergreen Consulting's services for any particular client.

Distributors interested in a 25-minute "live" Web meeting with Evergreen Consulting, or who would simply like to get additional information on this or any NPTA offering, should contact NPTA Headquarters at 800.355.NPTA or visit the NPTA Web site at www.goNPTA.com.

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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 of networking, advocacy, education and research that focuses on the health of the distribution channel.