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**NPTA Alliance Partners with Institute for Trend Research**

*Economic Outlook Report Provides Insight into Key Leading Indicators for Paper and Packaging Industry*

**Chicago** - The NPTA Alliance announced today that it has partnered with the Institute for Trend Research (ITR) to develop a series of customized economic reports produced exclusively for NPTA members.

Produced four times per year by an ITR Senior Economist, the NPTA Alliance Economic Outlook Report correlates macroeconomic data to specific product categories directly related to the paper and packaging industry. The reports allow member companies to forecast what effect the economy has on their business and what they can reasonably expect for up to six quarters in the future.

“These economic outlook reports provide NPTA members solid answers to such questions as when to increase overhead, when to add sales staff, when to cut inventory levels and when to increase or decrease sales and marketing allocations,” commented Newell Holt, NPTA CEO “Knowing when to act, and when not to, can often result in increased profits and costs savings for our member companies. I am pleased that we are able to offer such an invaluable resource to our membership.”

The first NPTA Alliance Economic Outlook Report will be released in February and is currently available only to active NPTA members. To complement the report, NPTA will host a series of Economic Outlook Webinars following the release various reports, allowing members to hear first-hand from ITR's economists, who will reviewed highlights of the report and provided additional analysis. NPTA members will also have the exclusive opportunity to ask questions directly of the economists on the issues specific to their business interests.

The NPTA Alliance Economic Outlook Report is the first of many new member benefits from the association forthcoming this year. Additional education and business enhancement tools available to members include the NPTA Financial Benchmarking Program, online supply-chain training, a university-based management training conference and more.

For more information on NPTA Alliance, visit [www.goNPTA.com](http://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, education, industry statistics, benchmarking and advocacy that focuses on the productivity of the distribution channel. Members of NPTA include distributors/merchants, manufacturers and service providers to the distribution channel.