



For Immediate Release  
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## **The NPTA Alliance Provides Members with a More Direct Route to Online Search Success**

**Chicago** – The NPTA Alliance (NPTA) is pleased to announce that they have established a partnership with MultiView Inc., a leading publisher of Online Supplier Directories (OLSD) for national associations. This formation of this relationship results in the launch of the *NPTA Supplier Search*, the association's newest member benefit.

The *NPTA Supplier Search* will help the NPTA provide members and other industry professionals, with a unique online search tool that will give them quick access to an extensive directory of industry-specific products and services. The directory will be accessible through a prominent link located on the NPTA Web site: [www.goNPTA.com](http://www.goNPTA.com)

Within the *NPTA Supplier Search*, online searchers will be able to easily locate products and services unique to the industry without the clutter of a general Internet search engine. Users will have the option of performing keyword-driven searches, or a category-specific search. Both methods will produce the most industry relevant results on the Web.

The guide will also include Request for Information (RFI) functionality. This feature allows users to contact participating suppliers with a click of their mouse. With a downloadable desktop search application available, association members will also have the ability to search for items directly from a small search window on their desktops – making the search process as convenient and time-efficient as possible.

Along with the option to purchase a graphically robust company listing, direct Website hyperlink and e-mail generation capacity, the guide will allow supplier companies to add videos to their listing for a small administrative fee. This feature gives guide users immediate access to video formatted information and promotions that will help them easily procure products and services specific to their industry needs.

“NPTA clearly recognizes the benefits of aligning their members and decision makers with suppliers”, said Dan Maitland, MultiView President. “The *NPTA Supplier Search* saves professionals who specialize in the industry an incredible amount of time as they seek the resources they need.”

### ABOUT NPTA

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.

### ABOUT MULTIVIEW

MultiView Inc. is the leading publisher of Online Supplier Directories (OLSD) for associations.

Founded in 2000, MultiView offers state-of-the-art technology solutions that allow association members to avoid the frustrating and time-consuming clutter of today's overloaded information environment. Members can now easily find the goods, services and information they need using individually tailored Online Supplier Directories and E-News Briefs provided to them at absolutely no cost as a value added benefit of their on-going association memberships.

MultiView's experienced team of technology and business professionals work with associations to create tailored revenue-generating programs to meet their specific requirements. These range from basic applications to highly sophisticated solutions using Multiview's own proprietary technology and processes. All are backed by the quality of our people and the company's total commitment to customer satisfaction.

MultiView is a privately held corporation headquartered in Irving, Texas, with an additional office located in Alexandria, VA.

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