

For Immediate Release
Contact: Tonya Muse

November 21, 2006
703-739-2200

**The Envelope Manufacturers Association
Releases Paper Entitled
“*Competition and Change in Envelope Manufacturing:
Dealing With Global Trends*”**

November 21, 2006, Alexandria, VA – The Envelope Manufacturers Association has released a paper entitled, *Competition and Change in Envelope Manufacturing: Dealing With Global Trends*. EMA President and CEO Maynard Benjamin wrote this paper, in collaboration with Anders Davidsson, CEO of the Bong Group in Sweden.

The paper addresses the way customers are understood and assessed in terms of their value to a company. The report provides examples of how other industries have reacted to changes in their customer value proposition. It also addresses 10 factors that will change the way competition occurs as the envelope industry moves toward a market that is more influenced by global factors shifting, not only consumption, but having a significant impact on the economies of developed nations.

The paper is available complimentary to EMA members and is available for purchase by non-EMA members for \$50. If you would like a copy of the paper, please contact Kim Moses at +1 703-739-2200 or kmoses@envelope.org. You may also send in your request to EMA, 500 Montgomery Street, Suite 550, Alexandria, VA 22314.

###