

Business Development Advisory and Contract Market Research Announce a Strategic Alliance in North America

SUMMARY

Business Development Advisory (BDA) and Contract Market Research (CMR) have established a strategic alliance with each other to better serve clients within packaging, paper, and specialty chemical markets. BDA is a US-based growth consulting firm focused on paper, paperboard, and packaging markets while CMR is a US-based market research firm focused on specialty chemical and packaging markets. Combined, the two companies provide both paper and chemical industry knowledge and expertise which will provide added value to clients who compete in or are supplied by these segments. Contact them at sharon@contractmktres.com or frank@bd-advisory.com.

MARIETTA, GA. December 8, 2008 – Business Development Advisory (BDA) and Contract Market Research (CMR) announce that they have established a strategic alliance with each other to better serve packaging, paper, and specialty chemical clients within these markets. BDA, a US-based growth consulting firm focused on paper, paperboard, and packaging markets, provides a broad array of strategic consulting, market research, and advisory services to its industry-focused clients. CMR, a US-based market research firm focused on specialty chemical and packaging markets, also provides a broad range of market research and marketing support services to its industry-focused clients. By providing both paper and chemical industry knowledge and expertise, the two companies will provide a unique and more complete service offering to their clients who will benefit by having access to a broader range of support and information services.

As North American paper, specialty chemical, and packaging companies attempt to develop more integrated products and services and work more closely with suppliers and related companies to improve product offerings, many paper and specialty chemical companies are working on joint initiatives or focusing on the same end user markets. To facilitate these joint efforts and provide the needed market knowledge and expertise, both BDA and CMR see an opportunity to better serve their customers and help them make better decisions.

"Working closely with CMR will allow BDA to provide a chemical industry perspective in many of our projects that involve flexible packaging and chemical materials. I am not aware of any other company serving the paper and packaging segment that can offer the type of expertise that CMR can provide," says Frank Perkowski, BDA president. Sharon Derbyshire, CMR principal, reiterated this perspective by saying that "Many CMR clients are either suppliers or converters of technologies that compete with paper companies in a variety of end use markets and so BDA's ability to provide more paper industry perspective and knowledge will be extremely valuable in many of our market research projects."

For more information or to discuss a specific market research need, please contact either Sharon Derbyshire of CMR (919.931.1358 / sharon@contractmktres.com) or Frank Perkowski of BDA (770.643.9081 / frank@bd-advisory.com).