

## **New, "First Ever" Study on North American Specialty Paper Markets Identifies Trends and Growth Opportunities**

Business Development Advisory (BDA), a specialized management-consulting firm focused on paper and packaging markets, is conducting a "first ever" multi-client study of specialty paper markets in North America. This fragmented industry segment accounted for over six million tons of paper in 2005 making it one of the largest overall markets for paper producers. This category of products, however, consists of over 100 value-added grade categories that are targeted at a broad range of end use markets and product segments. Each grade, therefore, reflects a unique set of end use requirements that create significant challenges for producers. To be successful, suppliers must effectively compete on a number of performance dimensions and continually upgrade their capabilities to compete with emerging new technologies and product substitutes.

Marietta, GA (PRWEB) March 1, 2006 -- Business Development Advisory (BDA), a specialized management-consulting firm focused on the paper and packaging market segments, is conducting a "first ever" multi-client study of North American specialty paper markets. This fragmented, value-added product segment accounted for over 6 million tons of paper in 2005, making it one of the largest product categories within the industry. These markets are highly fragmented and dynamic, and so it is critical for suppliers to be continually aware of changes in end-use requirements and future demand levels.

Specialty paper grades compete against a wide range of substrates and materials that vary by market and are used in many different applications. The study has identified over 100 distinct paper grades that span eight grade categories, seven end use segments, and five major markets. Within each of these segments, there is typically a broad range of distinct product applications and customer segments.

"These grades tend to command much higher prices than the standard, high volume paper grades and in many cases these grades provide above average margins for well positioned producers," says BDA president Frank Perkowski. "Given the lower cost structures of many large scale overseas paper mills that are increasingly importing standard, high volume paper grades into the U.S. market, more North American paper producers are looking at these segments and trying to identify niche markets where they could successfully compete. Given these dynamics, there is a growing need for existing and potential new suppliers to better understand how end user requirements are evolving within these specialty markets and what will be the likely impact on paper demand over the next five to ten years."

Due to the fragmented and specialty nature of these grades and applications, there is a serious lack of credible supply and demand information for many of these product segments. "Given the investment levels that are often required to effectively compete in these markets, suppliers need to have more and better market information on which to base their investment decisions", notes Perkowski. "This study will provide producers and other suppliers to these markets with the information they need to make better investment decisions that will translate to higher growth and profitability levels in the future." The data intensive, in-depth study is scheduled for completion in the second quarter of 2006. Subscribers can take advantage of a 15% pre-publication discount if they sign up before March 30.

Additional information about BDA and this study can be found at the company's website at [www.bd-advisory.com](http://www.bd-advisory.com) or by calling Frank Perkowski at 770-643-9081.