



**Strategic  
Print Alliance**  
*Independent Strength. United Power.*

APPLETON

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### **Strategic Print Alliance Announces Supplier Agreement with Appleton**

Strategic Print Alliance has announced a new, multi-year supplier agreement with Appleton Papers, the world's leading producer of carbonless paper. This agreement positions Appleton to be the primary supplier of carbonless and security products and value-added services to the members of SPA. Dan Adkison, President of Strategic Print Alliance, commented "Appleton's unwavering support of the alliance has been a tremendous help to our members. Known for their industry leading products and world class customer support, Appleton has provided a host of consultative, value-added services that have helped reduce costs, eliminate waste, and streamline our supply chain."

"We are proud and excited to be selected as a supplier to such a premier group of manufacturers. Appleton's way of doing business complements the collaborative way SPA members have chosen to operate," said Jim Holoubek, Appleton's Director of Sales for transaction documents. "We look forward to expanding the strong partnerships we have developed with SPA members."

Strategic Print Alliance gives its customers access to a network of best-in-class regional print manufacturers who are dedicated to the indirect distribution channel. They assist distributors with sales call planning, plant tours, joint sales calls, implementation, logistics, and account management.