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**Grey House Publishing announces the Second Edition of
*The Rauch Guide to the U.S. & Canadian Pulp & Paper Industry***

Grey House Publishing is proud to announce the publication of the Second Edition, and the first published by Grey House, of *The Rauch Guide to the U.S. & Canadian Pulp & Paper Industry*. *Rauch Guides* are known worldwide for their expert industry and marketing information, and this edition is no exception. This useful guide is the most comprehensive resource covering the latest trends, economics and company information in the nearly \$157 billion U.S. and over \$32 billion Canadian Pulp & Paper Industry. The *Guide* is known worldwide as the most definitive source of marketing information on the pulp and paper business and is the perfect acquisition for producers, raw material suppliers, consultants, investment bankers and others with a stake in this fast-changing, complex industry. It is the ideal solution for research and development teams, competitive information and market shares, in-depth industry analysis for financial offices, important executive contacts in all major companies and market sales and data for building business.

This newly updated and re-designed second edition is the result of extensive, yearlong research, providing in-depth, hard-to-find information, all in a single volume. The *Guide* has been brought up-to-date with changes that have occurred in the pulp and paper industry since the first edition was published in 1998. *The Rauch Guide to the U.S. & Canadian Pulp & Paper Industry* features a new Key Executive Index and a greater number of enhanced listings for each pulp and paper producing company, including parent/subsidiary information.

The *Guide* begins with nine "Handbook" sections, filled with detailed industry data and written by highly regarded and experienced industry experts. These chapters cover the following subjects:

- ✓ Economics, subtopics include: long-term growth, prices, employment, expenditures, and productivity, research and development, geographical patterns, and foreign trade
- ✓ Technology and Raw Materials, subtopics include: pulping, bleaching, fibrous raw materials, energy and equipment
- ✓ Pulp, subtopics include: market, grades and uses, industry structure and foreign trade

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- ✓ Paper, subtopics include: newsprint, printing and writing papers, coated papers, packaging and industrial converting papers, tissue, and prices
- ✓ Converted Paper Products, subtopics include: flexible packaging, uncoated paper and multiwalls bags, sanitary paper products, pressure-sensitive, envelopes, and die-cut products
- ✓ Paperboard
- ✓ Converted Paperboard
- ✓ Chemical By-Products
- ✓ Canada, subtopics include: market pulp, newsprint, paperboard and converted products.

The tenth section contains over 100 pulp and paper industry information resources, such as trade associations, magazines and journals, newsletters and trade shows. Complete contact information is provided for each listing, including descriptions and key personnel. This chapter will be extremely useful to both the seasoned professional and the industry newcomer.

Section Eleven provides detailed profiles of nearly 650 U.S. and Canadian companies in the pulp and paper industry, as well as a number of international companies. Profiles include complete current contact information and product descriptions, as well as editorial commentary on recent acquisitions, ownership changes and new product lines for larger companies. This chapter has been expanded to include nearly 900 key contacts in order to provide at-a-glance access to the major players in this vast industry. These executives are indexed at the back of the book in order to make it even easier for users to track down the right person at the right company.

The twelfth and final section of the book is a glossary of industry terms, including definitions for antitarnish paper, bisulfite pulp, cast-coated paper, cut sheets, dioxin, enamel, fluff pulp, glassine, kraft paper, lacquer, lignin, mottled white linerboard, ninepoint, preprint, rag content, slurry, vellum finish, and wadding, among many others.

Professionals in the field use *The Rauch Guide to the U.S. & Canadian Pulp & Paper Industry* to conduct market research, research trends and forecasts, source a specific supplier or key buyer, expand their client bases, find out the latest technology used in the pulp and paper industry and research important associations and conferences.

The Rauch Guide to the U.S. & Canadian Pulp & Paper Industry is an invaluable resource tool for anyone seeking business products or information about the pulp and paper industry, or the companies who supply businesses with the products and industry-dependent commodities they need. This one-stop reference is the premier guide in its field, containing an unprecedented amount of up-to-date information.

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