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### **CPBIS Working Papers: A Valuable Resource for P&P Industry Managers**

One of those big blue buttons on the CPBIS home page (<http://cpbis.gatech.edu>) – the one labeled “Rpts/Working Papers” – is the portal to a body of business research results that will be of value to pulp and paper industry managers and researchers alike. Assembled there are a large and growing number of reports, each of which describes the results of research that has been conducted at the Center during its first eight years of existence. Randomly sampling the topics covered might yield a list such as the following:

- Production cost modeling to guide the selection of forest biotechnology research goals
- Analysis of China’s pulp and paper industry
- Forecasting pulp and paper prices
- The impact of computers on the demand for paper
- Design of robust global supply chains
- Effectiveness of investments in modernization
- Analysis of pulp and paper industry operating and marginal costs

The collection currently consists of 32 papers. Other papers will be added as they become available.

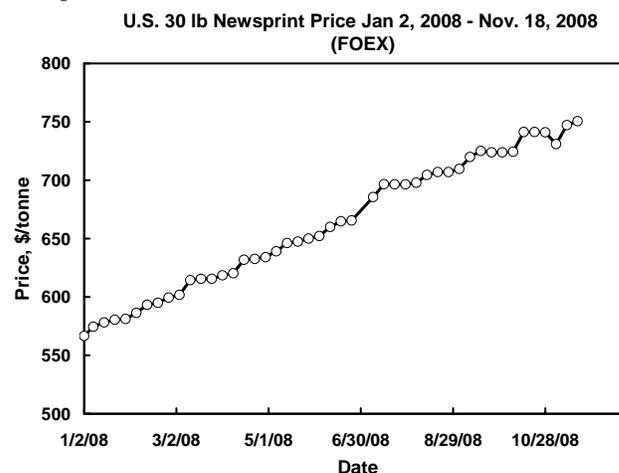
### **Sponsorship Opportunities**

Companies in the pulp and paper and allied industries are urged to consider sponsoring CPBIS and its broad spectrum of research and education initiatives. Sponsors have access to research reports as soon as they are available and can influence the choice of research topics; these are but a few of the many benefits enjoyed by CPBIS sponsors. Several levels of sponsorship are available.

For more information on how to become a sponsor e-mail CPBIS director Patrick McCarthy, at [patrick.mccarthy@econ.gatech.edu](mailto:patrick.mccarthy@econ.gatech.edu), or executive director Jacquie McNutt, at the following address: [Jacquelyn.McNutt@cpbis.gatech.edu](mailto:Jacquelyn.McNutt@cpbis.gatech.edu).

### **Statistics Corner: US Newsprint Prices**

Unlike the falling softwood kraft pulp prices documented in our last issue, newsprint prices have exhibited a strong upward trend during most of this year. Here, courtesy of FOEX (<http://www.foex.fi/>), are up-to-date 2008 U.S. list price data for 30 lb newsprint:



The upward trend is counterintuitive – newspapers across the country have been shrinking in both readership and page count, decreasing the demand for the paper they’re printed on. The rising price trend can be attributed to a combination of several factors. Until recently, weakness of U.S. currency relative to the Canadian dollar appeared to provide a partial explanation for the rising price trend – most U.S. newspapers get their newsprint from Canadian producers – but the U.S. dollar has strengthened in recent weeks. Another driver, and one that may be more important than exchange rates, is sharp capacity reductions by producers in anticipation of the declining demand. It is likely that the price will level off in the not-too-distant future, given the stronger U.S. dollar and the likelihood that capacity reductions will soon have gone as far as they can go without further reducing demand.

## ***Call for Papers***

Authors are invited to submit abstracts of pulp and paper business-related papers for presentation in CPBIS-sponsored sessions at next year's TAPPI Engineering, Pulping and Environmental (EPE) Conference, October 11-14, 2009 in Memphis, TN. Authors interested in presenting a paper should submit an abstract by e-mail to [techpapers@tappi.org](mailto:techpapers@tappi.org) noting the EPE Conference as the intended venue. Please also send a copy of the e-mail to [tom.mcdonough@cpbis.gatech.edu](mailto:tom.mcdonough@cpbis.gatech.edu). Requests for further information can also be sent to the latter address. Abstracts are due by January 15, 2009. ■