



Introductory Press Release

## **STRATEGIC MARKET ALLIANCE (SMA) FORMED AS A CATALYST TO OPTIMIZE SUPPLY CHANNEL EFFICIENCY AND EFFECTIVENESS**

Oak Brook, Illinois...The role of buying groups and marketing organizations within the supply chain is evolving and becoming more integral to the success of distributors and manufacturers. The importance of this role, and resulting opportunity to make a unique impact, is the driving force behind the development of **Strategic Market Alliance (SMA)**.

“SMA is a new member-owned cooperative that will include North America’s leading independent janitorial, sanitation, food service and industrial packaging distributors,” said SMA President Jack Dietrich. “SMA has been created to serve as a catalyst for optimizing the efficiency and effectiveness of all stakeholders within the supply channel – distributors, manufacturers and customers. It is our mission to create value - based solutions that bring greater focus back to those core components that drive sales, improve operating efficiencies and create more strategic business alliances.”

On August 1, SMA officially opened its doors. SMA founding distributor members are some of the leading distributors in North America. They include Fulton Paper Company, Atlanta, Georgia; Janitor’s Warehouse, Vancouver, British Columbia; Leonard Paper Company, Baltimore, Maryland; Burke Supply, Brooklyn, New York; Matera Paper Company, San Antonio, Texas; Philip Rosenau Company, Warminster, Pennsylvania; City Supply Company, Egg Harbor, New Jersey; and Superior Solutions, Cambridge, Ontario.

According to Ken Hallat, SMA board chairman and president of Novas Capital Corporation, SMA will occupy a unique position in the supply channel. “As we grow, we will strategically develop our membership to include North America’s best distributors by geography and market segment,” said Hallat. “We will also seek to align with strategic, well - respected manufacturers. SMA will be a dynamic organization committed to developing highly focused solutions geared toward the creation of profitable, sustainable partnerships with all our stakeholders.”

### **Meeting the Challenge**

In today’s marketplace, margin shrinkage, increased competition from non-traditional competitors, off-shore sourcing, and an expanding list of end user demands have made it difficult to maintain focus and easy to lose sight of the core components that drive business. According to Bill Hirsch, president of Fulton Paper and SMA board member, distributor members believe the SMA model will help to bring back and sustain that focus.

“As a distributor owner,” said Hirsch, “a ‘member owned’ group model will drive results because it places the group’s success squarely on the shoulders of the members. As the actual purchasers of products from suppliers, and through an equity position with the end use customer, SMA distributors become the catalyst for optimization of the supply chain.”

And in order to attain desired channel efficiencies we will include input from all upstream and downstream partners in the supply chain. Involving distributors, suppliers and customers in training, education, logistics and technological services will make our channel more efficient, create profit for all and drive cost savings to every touch point.”

Adds Dietrich, “our stakeholders will also be assured that SMA ascribes to the highest standards of ethics, honesty and integrity. We expect to be held accountable to these standards; they will permeate our entire organization’s personnel, relationships and activities.”

For more information about Strategic Market Alliance, call (630) 645 – 3866.

*“Catalyst for Mutually Profitable Partnerships”*