



GARY THOMSON

SENIOR MARKET CONSULTANT

EMGE & CO., LTD.

BIOGRAPHY

Gary Thomson, 40, has been observing and analyzing paper markets since 1993, when he began his career at the PPI This Week paper market newsletter.

In more than 17 years since then, he has been commenting on paper markets as the Editor or Managing Editor of three global paper industry publications: PPI This Week, Papermaker and International Paper World.

Over the years, he has analysed markets including Market Pulp, Wastepaper, Newsprint, Publication Papers, Fine Papers, Corrugated Packaging and Folding Boxboard.

Gary became EMGE's Senior Market Consultant over 6 years ago, and he plays a central role in the company's market research projects and forecast reports, as well as presenting EMGE's forecasts at industry conferences around the world.

In his free time, Gary enjoys riding his motorbike, singing and playing league poker.

ABSTRACT

WHAT BUYERS WANT

The presentation will examine the preferences of Office Paper Merchants, as expressed in EMGE's annual Cut-Size Survey. This will show what is important to Merchants, but also how the paper industry and paper brands perform, compared with those preferences. Does the paper industry meet up to its buyers' expectations? This presentation will answer that.

Also, the position of large End-User companies regarding paper consumption will be examined. How do they view environmental certification? Is it still relevant? Are there other issues that the paper sector needs to address?