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## **The EMA Foundation for Paper-Based Communications Announces Launch of Mailing Industry Jobs Study in Canada**

May 31, 2006, Alexandria, VA – The Envelope Manufacturers Association Foundation for Paper-Based Communications has announced the launch of an economic jobs study for the mailing industry in Canada. The study will look at the economic impact of the mailing industry in Canada. This study is very similar to the one the EMA Foundation conducted for the United States in 2003.

“The Foundation feels it is very important to educate the mailing community and the government about the economic strength of the mailing industry in the Canadian marketplace. Through the US study we were able to show how the loss of mail volume was tied to a loss of jobs, thus a loss to the economy. We hope to do the same in Canada,” states EMA Foundation Chairman Brooks Bower.

The EMA Foundation will be working closely with the Envelope Makers Institute of Canada and the National Association of Major Mail Users on this study, which will be available this fall.

“If Canada Post continues its current business practices, it will in effect force many businesses out of the international market segment, thereby we believe, significantly reducing the number of jobs available to our industry and industries built around mail. The jobs study is necessary to bring forward good reliable information that will help to make good sound business decisions as we move into the future. A future that we intend to ensure will always have a home for mail,” states Raheem Merali, chairman of the Envelope Makers Institute of Canada.”

*The EMA Foundation for Paper-Based Communications is a non-profit organization based in Alexandria, Virginia. Its mission is to identify and analyze major trends affecting the industry, especially the health and future of postal administrations; To develop key relationships with academic institutions and allied industry partners to monitor and support focused research relating to paper-based communication; To encourage career participation in the paper-based communications industry; To position paper-based communications as a key participant in the information age and; To give this industry--both country by country and collectively--the ability to determine the shape of its future and to address it aggressively and positively.*

*For more information on the EMA Foundation, please visit [www.emafoundation.org](http://www.emafoundation.org)*

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