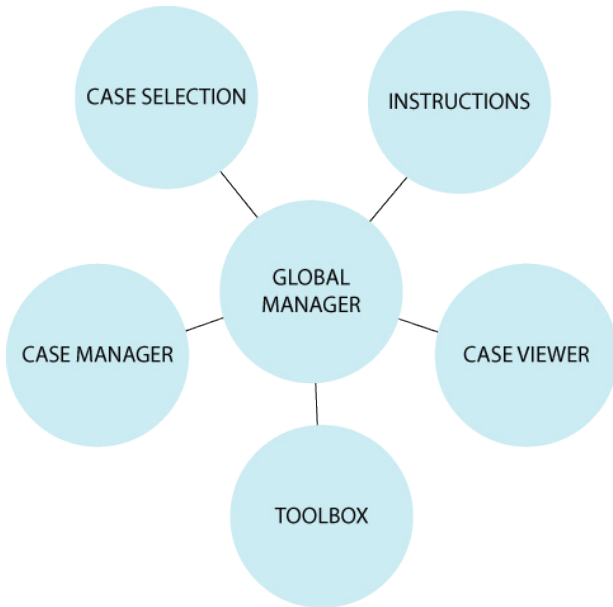




Packaging Consulting and Publications

Allied's Economic Analysis System is the **first** internet enabled full featured tool for consistent and accurate economic analysis of packaging products. Here is how it works:



The Global Manager is the first screen you see after logging into Allied's Economic Modeling Service. It contains the highest level control features.

The most important feature provided by the Global Manager is the ability to start a case for review and analysis. You begin by selecting a case and submitting your choice. When you request a case in this manner, the Case Manager appears with all the tools necessary to examine your selection.

The Case Viewer is provided to assist with case selection. The Case Viewer provides a detailed description of each case in a convenient-to-browse format. Extensive information about the cases is provided compared to the Case Brief, which is used to identify cases in the startup tools.

The Global Manager also provides access to the Case Management Toolbox. This Toolbox contains tools for creating new cases, copying existing cases, deleting cases, and other functions.

The Case Manager is the key tool for reviewing, examining, and conducting "what-ifs" on individual cases. Its features are organized into two categories:

- 1) Specify Assumptions
- 2) Review Results

Fourteen steps are required to specify the assumptions for a single case; however, it isn't necessary to research and input these assumptions yourself. Allied's Economic Service includes Base Cases that have been fully researched with all the assumptions completed. This enables one to start with a complete case and modify only those assumptions necessary. Of course, it is possible to start from scratch and fill in all of your own assumptions.

Its also important to note that you can, at any time, generate **secure** proprietary cases that are available **ONLY** to you.

The primary result for each case is a Profit & Loss statement to plant margin level. Other results include additional information about material consumption, operating parameters, a department level Profit & Loss statement, and many others.

