
Case

Study

Contact Information

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Paper Manufacturer Planning New Product Line Seeks Information on Market Needs

Client: A leading paper manufacturer

Business Issue: A paper manufacturer was considering an entry into the cut size paper market with a new product line but wanted to gain a market overview and an opportunity assessment before proceeding with their development. The company sought information on trends related to brightness levels, the impact of Asian and South American imports, the proliferation of recycled paper, the use of color, distribution channels, key applications, and developments in technology. In addition, the company wanted to test their product specifications to gain feedback that would allow them to determine whether they should reconsider any product elements should they enter the market.

The Solution: InfoTrends took a 3-prong approach to obtain the information the client needed to launch a successful new product line:

- InfoTrends conducted a series of focus groups with paper buyers at commercial printing firms and other medium to large organizations, with six to eight participants each.
- InfoTrends deployed structured surveys to approximately 1,500 paper decision makers across the production, office, and consumer market segments.
- InfoTrends conducted a series of in-depth interviews with leading paper distributors to examine their interest in the company's product, perceived market fit and potential, and requirements for working with a new supplier.

The Results: After analyzing the results of the surveys, focus groups, and interviews alongside our extensive collection of existing research, InfoTrends presented the client with a thorough assessment of the cut size paper market; identified opportunities for a viable new product line; and defined key product, distribution, and marketing requirements for entering the cut size market. The company was able to make an informed decision about their next steps for market entry as a result of the detailed work conducted by InfoTrends.

Getting Started: For more information about InfoTrends' project capabilities and how we can help you, please contact Keith LaVangie at 781-616-2100 x132 or by e-mail at keith_lavangie@infotrends.com.