

Headquarters

U.S.

Libbey Industrial Parkway
Weymouth, MA 02189
USA
+1 781 616 2100
info@infotrends.com

Europe

Sceptre House
7-9 Castle Street
Luton, Beds LU1 3AJ
United Kingdom
+44 1582 400120
euro.info@infotrends.com

Asia

Hiroo Office Building
1-3-18 Hiroo Shibuya-ku
Tokyo 150-0012
Japan
+81 3 5475 2663
info@infotrends.co.jp

InfoTrends is the leading worldwide market research and strategic consulting firm for the digital imaging and document solutions industry. We provide research, analysis, forecasts, and advice to help clients understand market trends, identify opportunities, and develop strategies to grow their businesses. Additional information about InfoTrends is available on the Web at www.infotrends.com.

© 2007 InfoTrends, Inc.
www.infotrends.com

User Survey Report Series

InfoTrends is launching a new series of user surveys aimed at gaining insight into multiple hot topics in the imaging supplies market, with a particular focus on user buying behavior and usage patterns for supplies. Looking across home, SMB (Small/Medium-sized Business) and corporate environments, we will probe several hot topics related to inkjet ink, color laser toner, MFP copier toner, and paper. Clients of InfoTrends will be able to purchase only those segments that are of high interest to them.

- Buying behaviors, usage patterns, and psychographics
- Home, SMB, and corporate
- Laser, inkjet, copier, and paper

Prospectus

Introduction

InfoTrends is launching a new series of user surveys aimed at gaining insight into multiple topics in the imaging supplies market, with a particular focus on user buying behavior and usage patterns for supplies. Looking across home, SMB (Small/Medium-sized Business) and corporate environments, we will probe several hot topics related to inkjet ink, color laser toner, MFP copier toner, and paper. Clients of InfoTrends will be able to purchase only those segments that are of high interest to them.

The reports are modular to allow for customization and flexibility in purchasing. The research will cover the United States. The executive style format of the reports will allow for a quick and easy read, and our expert analysis will go beyond the obvious and provide insight on key trends shaping the industry today and beyond.

Project Objectives

InfoTrends will examine four market segments for this report series, including:

- Paper/Media
- MFP Copier Toner
- Inkjet Ink
- Color Laser Toner

In each segment, InfoTrends will look at the buying behavior, usage patterns, and psychographics for the following environments:

- Home
- Small/medium-sized businesses (SMBs)
- Corporate

The table below outlines the areas of the imaging supplies market that will be covered by the research (including the end-user focus)

Topic	Home	SMB	Corporate	Paper	Toner	Ink
Commodity Paper	•	•	•	•		
Specialty Media	•	•	•	•		
Recycled Paper		•	•	•		
Do it Yourself Marketing		•	•	•		
Color Usage on a UCP		•	•		•	
AIO Supplies vs. Separate	•	•	•		•	•
While you Wait Refills	•	•				•
Auto Supplies Ordering	•	•	•		•	•
Store Brand	•	•	•		•	•
Distribution	•	•	•	•	•	•
Psychographic Buying	•	•	•	•	•	•
Geographic/Demographic	•	•	•	•	•	•

Prospectus

Market Research

The research for this study will include a blend of primary research (through structured Web surveys) as well as an extensive review of existing InfoTrends studies on the home, SMB, and corporate markets. The research will help subscribers understand customer attitudes and behavior, and examine critical issues that will drive product and marketing strategies.

Primary Research

InfoTrends will conduct a structured survey with approximately 2,300 imaging supplies decision-makers. The end-user research will be essential in determining brand preferences, price sensitivity, product requirements, decision tradeoffs, and other factors influencing purchasing decisions.

	Surveys
Home/Consumer	1,500
SMB/Corporate	800

Secondary Research

Over the past several years, InfoTrends has conducted a number of large surveys. They include the survey behind the highly successful Store Brands Imaging Supplies Multi-Client Report as well as a user survey on paper use and brand preferences. Several questions from these surveys will be asked again to gain additional tracking insight over time.

Project Deliverables

The final report will include analysis of the primary research to develop a comprehensive understanding of the buying behaviors; usage patterns; and psychographics for home, SMB, and corporate users of laser toner, MFP copier toner, inkjet ink, and media. The material will include:

- An executive summary highlighting key issues, findings, and overall recommendations
- Charting for each question with a bulleted summary of key points and trends
- Data tabs, charts, and the questionnaire from the study
- Custom questions (for an additional fee)

Project Fees

InfoTrends has designed this research to be modular and, therefore, easily customizable to meet the needs of the subscriber. Several pricing options are available, including:

One Data Slice

\$6,000

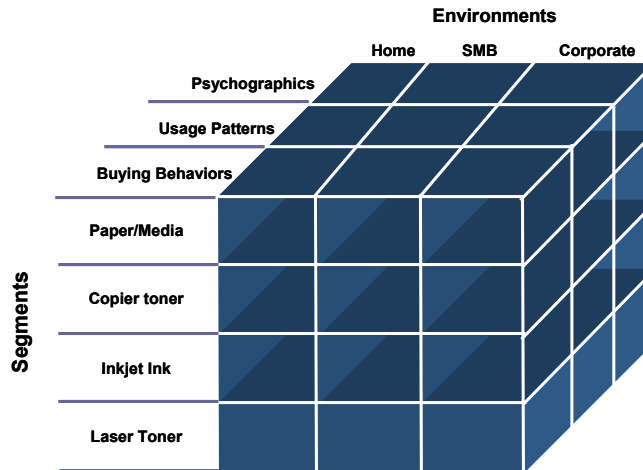
- A data slice includes a choice of one segment (paper/media, copier toner, inkjet ink or color laser toner) for the home, SMB, and corporate environments.

Prospectus

Two Data Slices

\$9,000

- Two data slices include a choice of two segments (paper/media, copier toner, inkjet ink, or color laser toner) for the home, SMB, and corporate environments.



Cube

\$12,000

- One cube includes all four segments (paper/media, copier toner, inkjet ink, or color laser toner) for the home, SMB, and corporate environments.

Terms and Conditions

Liability for Advice

Although reasonable efforts will be made by InfoTrends to ensure the completeness and accuracy of the information contained in written and oral reports in connection with the proposed study, no liability can be accepted by InfoTrends for the results of any actions taken by the client in connection with such information, opinions, or advice.

Copyrights

InfoTrends retains all copyrights. The reproduction of any materials is prohibited without written consent from InfoTrends.

Confidentiality

InfoTrends will use its best efforts to ensure that any confidential information obtained about the client and its business during the course of the proposed study is not, unless agreed otherwise in advance, disclosed to any third party without the prior written permission of the client. InfoTrends retains the right to re-use any non-proprietary information as part of its ongoing analysis of the office automation and printing and publishing industries.

Timely Delivery

InfoTrends will take all reasonable steps to ensure that the time scales called for by the proposed study are met in accordance with the agreed-upon schedule, but no liability can be accepted for the consequences of delays, howsoever caused.

Terms

One half of fee upon initiation and one half upon report delivery.

Prospectus

Authorization

User Survey Report Series

For more information on the study or how to order, please send an e-mail to scott_phinney@infotrends.com.

Please enter my order as follows (fax completed form to +1 781 616 2121):

Please choose one of the following sponsorship options below.

- | | |
|---|----------|
| <input type="checkbox"/> Option 1: One Data Slice | \$6,000 |
| <input type="checkbox"/> Option 2: Two Data Slices | \$9,000 |
| <input type="checkbox"/> Option 3: Cube | \$12,000 |

Purchase order number: _____

Signature _____

Name _____

Title _____

Company _____

Address _____

City, State, Zip _____

Country _____

Telephone _____

Email _____

Prospectus

Prospectus

Prospectus
