



Selected Experience in the Printing Industry

- Global Business Intelligence Study on the printer market.
- Customer satisfaction study in the color inkjet market.
- Business Intelligence Study into the US and Far Eastern Markets for Large Format Printers.
- Business Intelligence Study on the European security print market.
- Business Intelligence Study on the European market for the printing of direct mail.
- European Market for printing inks.
- Global Market radiation curing inks.
- Quantitative Media surveys for advertising recall for of computers in Australia, Japan, Argentina, and Brazil.
- Business Intelligence and Competitive Intelligence Study of major Internet provider.
- Quantitative study of the impact of Y2K issue on budgets. Industries included the financial, manufacturing and distribution industries in: the US, Germany, UK, France, Netherlands, and Sweden.
- Competitive Intelligence Study of the US software industry.
- Analysis of the client server market in Asia [e.g. Japan, South Korea, Thailand, Singapore].
- Testing of Automotive Website in Latin America and in Europe.
- Quantitative survey in the UK on health care and financial industries that involved testing of a new product concept for software to enhance and/or replace E-mail.
- Quantitative survey for a major manufacturing company across Europe.
- Conducted intercepts across Europe on the reaction of a new digital imaging offering.



- Quantitative Readership survey which assessed the market size and demand for a business magazine in Mexico, Brazil, Chile, and Argentina.
- Quantitative survey of market potential for a publication [e.g. Japan, Taiwan, South Korea, China, Singapore, and Thailand.]
- Conducted hall intercepts in China regarding digital camera owners and picture printing.
- Conducted in depth interviews with print production managers in regards to new digital printing technology.
- Conducted a readership study for the major business newspapers in Australia, Argentina, Brazil, and Japan. This quantitative study analyzed the awareness of the advertisement for a major technology company.
- Conducted a quantitative customer assessment study surveying CD ROM users in four European countries and their attitudes.
- Conducted in-depth interviews with Color Printer purchasers.
- Conducted a competitive roadmap study on multiple printer manufacturers across the world.
- Conducted multi-function copier study with focus groups of IT administrators within companies
- Conducted CATI Interviews with respondents who manage day to day print operations in UK, France, and Germany.
- Conducted In-Depth Interviews and Online Survey to gain an understanding of how a publishing company's customers allocate their time and budgets in regards to advertising, promotion, and marketing.
- User experience study for industrial printers in North America and Europe.
- Conducted a benchtop printer usability test in China.
- Conducted a usability test for printer network configuration cards.
- Conducted a sales-people survey on 3D printers.



Sampling of Clients in the Printing and Technology Industry

- 3M Corporation
- Advertising Age International
- Bertelsmann
- Brady Corporation
- Compaq Corporation
- Gallup & Robinson
- Hewlett Packard
- IBM
- Information Access Company
- Kodak
- Nikkei
- Oki Data Americas
- Pegasus Imaging
- Rexam Graphics
- Thomas Publishing
- Time, Inc.
- Xerox