
Communication Supplies Consulting Service

Meet the Team

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Competition for the supplies business is intense, and having the right product is only the first step toward success. Winning companies must anticipate and adapt to changes in products and markets with unprecedented speed.

To help you prosper in this environment, InfoTrends offers two consulting services spanning nearly three quarters of the world's supplies market:

Communication Supplies – U.S. and Communication Supplies – Europe.

These personal consulting services offer executives, senior managers, and product and marketing managers the information and advice necessary to outpace the competition and thrive in this dynamic marketplace. These services provide:

- Year-round support for your marketing, product planning, product development, and strategic development decisions
- Continuous information flow with daily, weekly, monthly, quarterly, and annual deliverables
- Unlimited inquiry access to experienced staff
- Online access to published deliverables 24 hours a day
- Access to regularly scheduled Webcasts discussing industry trends and developments

The **Communication Supplies Consulting Service** provides a hierarchy of powerful knowledge tools, from syndicated market information to customized, proprietary consulting. Our consultants help you grow your business by providing knowledge geared to your specific challenges and goals.

Deliverable Topics Include:

- 2007-2012 U.S. and European Supplies Forecasts
- Monochrome and Colour Toner OEM and Aftermarket Cartridge Overview
- Inkjet Cartridge Aftermarket Forecast
- Future of the Document Device Western Europe
- Color Laser Cartridge Aftermarket Forecast
- Photo Printer and Supplies Overview
- West European Supplies Channel Key Players Overview
- All-in-One Cartridge Report



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The Communication Supplies Group recognizes that every company has different needs and budgets as a result of the strategic issues that are involved in the hard copy supplies marketplace. This is why we offer different solutions to fit every company's specific needs. Examples of ways in which the Communication Supplies Group can help include:

Custom Consulting: You have unique issues and opportunities that require customized, in-depth research, analysis, and advice. Engage InfoTrends' team to help define your issues, design and implement an effective research process, and provide objective analysis and recommendations in a timely manner.

Multi-Client Studies: InfoTrends conducts comprehensive primary research studies focused on major industry trends and topics. Multiple companies fund, influence, focus, and receive the research results, enabling them to obtain business critical information at a reduced price. Recent studies include:

- *Supplies User Survey Report Series*
- *House and Store Brands - Disrupting the Imaging Supplies Industry*
- *The Inkjet Photo Supplies Opportunity in the Home: A European Supplies Perspective*
- *North American Coated Cover Paper Brand and Usage Study*
- *Ink Jet Addressing & Personalization Study: Overview & Outlook*
- *Ink Jet Coding: Overview & Outlook*

Advisory Services: InfoTrends provides ongoing advisory programs that foster industry growth, optimize business processes, improve market and product positioning, and help increase profitability. These services are highly customized to ensure that they meet our clients' business needs. Services focused on the communication supplies industry include:

- Communication Supplies Consulting Service U.S.
- Communication Supplies Consulting Service Europe

Reports: Choose from a wide selection of forecasts, research reports, strategic analysis, and news on key industry trends and developments. Recent reports include:

- *China Copier Paper Market*
- *Paper Usage by Vertical Market*
- *Paper Merchants Redefine Their Role*
- *Colour Page Printer Toner Market Trends in Western Europe*
- *Multifunctionality and Color Fuel Growth of Prints and Pages: 2004-2009*

Getting Started: Work with an InfoTrends representative to define your requirements and develop a program that addresses your specific business issues. Contact a team member today.



InfoTrends, a Questex Company, 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.