



Market-Intell LLC
offers the ultimate in paper benchmarking

Multi-client studies in:
Customer Satisfaction
Print Testing
Paper Testing

Custom competitive analysis:
Financial
Cost
Product and Service

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www.paperbenchmarking.com

www.market-intell.com

***Market-Intell LLC, in association with
FPInnovations™ - Paprican offers the ultimate in
paper and print testing and benchmarking:***

Grades:

- *Uncoated freesheet: Opaque, Laser*
- *Coated freesheet*

Print testing at a leading independent print lab:

- *Heidelberg Speedmaster 74*
- *HP Indigo*
- *Kodak Nexpress*
- *Xerox iGen4*
- *Lab Analysis: Formation, K&N, Print Mottle, Contrast Resolution Index, Ink Strike-Through, and Pick Count*

Paper testing at Paprican:

- *Physicals: Brightness, Whiteness, Opacity, Fluorescence, Caliper, Stiffness, Smoothness, Gloss, Parker Print Surf*
- *Analytical: Coat Weight and Thickness, Coating and Filler Content and Type*

Field evaluations by Market-Intell:

- *Modified all pairs ranking*
- *Evaluation of both printed and unprinted samples*
- *Five regions: East, South, Midwest, West, Canada*
- *25 merchants, printers, and designers in each region*

Market-Intell LLC, in association with Head Research offers the ultimate in Customer Satisfaction Benchmarking

Interviews with 90 printers and 90 paper merchants across six regions: *Northeast, Southeast, South Central, Midwest, West, Canada*

Evaluation of importance and level of customer satisfaction for 24 attributes in the following categories:

- *Product*
- *Price*
- *Sales reps*
- *CSR's*
- *Service and product availability*

Written report and in-person presentation of results:

- *Qualitative and quantitative analysis*
- *Strategic insight*
- *Recommendations for critical action plans*

About FPInnovations™ - Paprican

Paprican is a leading not-for-profit research and technology institute. For more than 80 years, Paprican has provided valuable technology transfer and cost-competitive research addressing both the short-term and strategic needs of the industry. Paprican's research programs are driven by high-priority technical issues such as product quality and value, cost competitiveness, environment and sustainability. Paprican also offers results-oriented services to members and customers from various industries.

About Head Research

Head Research is a privately owned mid-sized company specializing in qualitative and quantitative marketing research throughout North America. For more than 20 years, Head Research has been conducting consumer and business-to-business and industrial research with specific expertise in the paper industry. With offices in New York, Toronto and Montréal – and a staff composed exclusively of senior researchers – Head Research conducts projects seamlessly in both the United States and Canada.

About Market-Intell LLC

Market Intell was founded in 2005 by Jack Miller to provide Need *to Know*™ market intelligence in paper, print and packaging. Market-Intell maintains relationships with leading global information providers such as RISI, Pira International, and Fisher International, among others. Market-Intell also maintains relationships with independent associate consultants in North America and Europe.

About Jack Miller

Jack Miller, Principal Consultant, Market-Intell, is a veteran of more than thirty years in the paper industry. In February 2005, he founded Market-Intell, and from September, 2005 to April, 2009 Jack was Senior Consultant North America for Pira International. Jack is the former Director of Market Intelligence with Domtar where he developed strategic plans, conducted analysis of paper industry trends, and directed market research and benchmarking studies. He also held positions as Regional Sales Manager, Territory Manager, and Product Line Manager. Jack has written for the *PaperTree Letter*, *Paper 360*, *Canadian Printer*, *Printing Impressions* and *Package Printing*. He has presented at Graph Expo, On Demand, SustainCom World, PIA/GATF, and at various IntertechPira conferences.

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