

SURVEY SUBJECT: Quality & Product Diff **DATES OPEN:** 13 - 27 Oct 09

SUMMARY FINDINGS: **NO. OF RESPONDENTS:** 57
(90% Confid. Level, + / - 10% Error Band)

The US respondents were 56% of total. Europe was 9%,
all others were less.

- 61% of respondents say they differentiate their products through performance.
- 52% said they differentiate themselves through delivery and service.
- 65% said they roll out customer generated ideas to all customers.
- Many ideas were expressed in writing. One that stood out--a mill has introduced anti-tampering automation so their paper machines runs the same on all shifts thereby creating consistent products.
- 59% said recycled content is important for product differentiation.
- 65% said forestry certification has become important to their business.
- 67% said being in close proximity to their customers is important.



PAPERITALO PUBLICATIONS 2ND TUESDAY SURVEYS

SUMMARIES: WWW.GLOBALPAPERMONEY.COM

FULL SURVEYS: THOMPSON PRIVATE LETTER

