



SINGLE FUNCTION PAGE PRINTERS

Use accurate data to power optimal market strategies that perform when you need it most.

Gut feel, intuition, and speculation are not enough to succeed in our industry, which increasingly relies on data-driven and scientific market strategies.

Now you can access the market's definitive study on Single Function Page Printers. Give your executives, product managers, and marketing strategists the upper hand. Enable them to plan, implement, and monitor strategies that perform.

LEARN:

- ▶ Market size development and potential
- ▶ Relative competitor market strengths and weaknesses
- ▶ Production capacity loads and investments

PERFORM:

- ▶ Realistic sales targets
- ▶ Promotional results
- ▶ New product development requirements

THE GLOBAL PRINT MARKET DATA LEADER

Our reports and services are based on extensive field research at point of sale for each industry in most countries in Europe, Africa, Middle East, Asia-Pacific, and the Americas.



ACCURATE
No estimates,
data is not supply
chain-based



EXTENSIVE
More than 1 600
face-to-face
interviews



KNOWLEDGEABLE
Local researchers and
regional knowledge



THOROUGH
Interview most minor
and every major player
in each country



EXPERIENCED
Over 30 years delivering
dependable intelligence



INCLUSIVE
Methodology excludes
no segment or distribution
channel



RECOGNISED
Acknowledged by industry for
uniquely detailed accuracy



ACCESSIBLE
Our ISDB 7 contains 10 years of model-level
historical data, visually customisable dashboards,
allowing you to compare data sets in seconds









COMPETITIVE
Gain the most accurate,
most timely and therefore
unparalleled market insights

SINGLE FUNCTION PAGE PRINTERS INTELLIGENCE

Supplement formal reports with precise data from predetermined or custom queries. View results in the dashboard or export to PDF or spreadsheet. Enjoy the visual ease of ISDB 7, our most powerful and customisable digital interface to date.





- ▶ Data for all toner Single Function Page Printers
As well as continuous feed
- ▶ Revenues by brand and manufacturer
Equipment categories in standard groupings or
client-defined speed bands
- ▶ With actual unit sales with market value
estimates, by country
Placement information by brand,
manufacturer and model
- ▶ View further segmentations by equipment features
 - ➔ Output size
 - ➔ Imaging technology
 - ➔ Duplex and network capabilities
 - ➔ Postscript-capable devices
 - ➔ Output speed or list price

RELEASED TO ALIGN WITH YOUR ACTIVITIES

FEBRUARY	MAY	AUGUST
 Last year's full year, second quarter and fourth quarter data, plus current year's first half-year sales projection.	 First quarter data.  5-year long-range forecast updated.	 First half-year and second quarter data, plus current year's second half-year sales projection.
OCTOBER	NOVEMBER	
 5-year long-range forecast.	 Third quarter and year-to-date (January to September) data.	

MARKET INTELLIGENCE IN 4 STEPS

Call us in Switzerland or the USA at the numbers below or simply:

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-  Enter your email to
Speak to an Expert
-  Hit send
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will reach out to you

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