

# THE ITALIAN OFFICE PRODUCTS MARKET 2004-9

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Since 1986, MPA International has been widely recognised as the leading research agency serving the office products (OP) market. In recent years there have been ongoing and dynamic challenges to Italian distribution channels and product markets. MPA's new survey - *The Italian Office Products Market 2004-9* – offers an updated insight into the OP market in Italy, comparing the market in 2004 with 2003, and looking ahead to 2009.

MPA's unique research methodology collects and cross-verifies data from *all* major manufacturing and distribution channels. The finished survey contains:

- A wealth of detail on market sizes, segment trends, key players, channel shares and market forecasts in nine broad product sectors (see over).
- Details of user trends and market drivers (eg economic, demographic & IT trends).
- A focus on distribution channels, detailing key players, trends and channel shares.
- An informed view of how the market will develop to 2009, in terms of product markets and channel shares.

The 15 sections of the report are as follows:

1. **Introduction**
2. **Market Summary**
3. **Economic Background**
4. **User Trends** (ie population, employment, business, office equipment & purchasing trends)
5. **Distribution** (ie key players, trends & channel shares)
6. **Commercial Envelopes** (ie market size & growth 2003-2004, segment trends, manufacturers & shares, distribution channel & shares, forecast to 2009)
7. **Books & Pads** (as section 6)

8. **Cut Office Paper** (as section 6)
9. **Writing & Graphic Supplies** (as section 6)
10. **Storage & Filing Products** (as section 6)
11. **Electronic Office Supplies** (as section 6)
12. **Office & Desk Accessories** (as section 6)
13. **Presentation & Planning** (as section 6)
14. **Office Furniture** (as section 6)
15. **The Future** (ie office trends, product markets and distribution channel trends)

In order for users to gain full benefit from the data, the full survey is now supplied as an **interactive database**, in which:

- Selected product sector values are produced instantly, and market trends are quickly assessed and compared via the '% change' option.
- Market data can be easily exported to PC clipboards, while the charting feature quickly produces charts and tables for use in other programmes.
- Manufacturers and parent companies can be selected, and their sales and involvement in each sector of the Italian OP market shown instantly.
- Product flows and distributor margins are detailed throughout the *whole* distribution chain for each product.
- Full company profiles are provided, including full contact details.
- A 'hard copy' report can be printed off, if required.

The database is supplied on CD as a 'run time' file, eliminating the cost of software licences and enabling users to install the database on PCs across their whole organisation!

The cost of the full survey database is €3,250 + p&p. You can also purchase individual sections from the survey in pdf or hard copy format. Simply complete and return the Order Form overleaf to make your selection.

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## Product Coverage

Sector	Subsector
Commercial envelopes	Commercial paper envelopes
Books & pads	Exercise books, memo & refill pads, duplicate & triplicate books, manuscript books, analysis books
Cut office paper	Copier/laser grades, top quality writings, specialist inkjet papers, offset and duplicator papers
Writing & graphic supplies	Pencils, ballpoints, rollerballs, gel ink pens, liquid ink pens, fountain pens, fibre tip pens, plastic tip pens, highlighters, markers, refills, erasers, correction aids, pencil sharpeners and rulers
Storage & filing products	Manila files, expanding files, soft plastic filing & display books, suspension filing, ring binders, lever arch files, archival filing, indexes and dividers
Electronic office supplies	Laser & inkjet printer cartridges, data storage media, transparencies, computer labels, media storage & CD cases, computer cleaning products, screen filters, copyholders, mouse mats, foot/wrist rests, computer luggage, computer security, cables
Office & desk accessories	Adhesive tapes, repositionable notes, paper & card adhesives, scissors, staplers, staples, staple extractors, punches, guillotines/trimmers, letter trays/racks, waste bins, rubber bands, paper clips, other pins & fasteners
Presentation & planning	Planning boards & year planners, wallboards & cork boards, flipcharts & accessories, stock diaries
Office furniture	Seating, desking, storage, computer trolleys and screens

## Order Form

Please return to:

MPA International, CP House, 97-107 Uxbridge Road, Ealing, London W5 5TL, UK

Tel: +44 (0) 20 8832 7770 Fax: +44 (0) 20 8566 4931 E-mail: mpa@brg.co.uk Web Site: www.mpainternational.com

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	Selection	Price
<input type="checkbox"/>	Full Survey Database +	€3,250
<input type="checkbox"/>	1 & 2: Introduction & Summary*	€80
<input type="checkbox"/>	3: Economic Background*	€30
<input type="checkbox"/>	4: User Trends*	€170
<input type="checkbox"/>	5: Distribution*	€550
<input type="checkbox"/>	6: Commercial Envelopes*	€250
<input type="checkbox"/>	7: Books & Pads*	€250
<input type="checkbox"/>	8: Cut Office Paper*	€250

	Selection	Price
<input type="checkbox"/>	9: Writing & Graphic Supplies*	€250
<input type="checkbox"/>	10: Storage & Filing Products*	€250
<input type="checkbox"/>	11: Electronic Office Supplies*	€800
<input type="checkbox"/>	12: Office & Desk Accessories*	€250
<input type="checkbox"/>	13: Presentation & Planning*	€250
<input type="checkbox"/>	14: Office Furniture*	€250
<input type="checkbox"/>	15: The Future*	€250
	P&P (€15 UK, €50 overseas)	€
	<b>TOTAL AMOUNT PAYABLE</b>	<b>€</b>

+ Supplied as a run time database on CD

\* Supplied as hard copy or pdf file. Minimum order value €1,000 (orders of less than €1,000 can be made via our web site: www.mpainternational.com)

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