

German Office Products Market Report, 2006 - 2011

Fourth edition: Published in July 2007

MPA International is widely recognised as the leading research agency serving the global office product market.

MPA's new survey – *The German Office Products Market 2006-2011* – offers an updated insight into the OP market in Germany, comparing the market in 2006 with 2005, and looks ahead to 2011.

Main Contents

(see below for detailed chapter contents)

1. Distribution Channels
2. Commercial Envelopes
3. Books & Pads
4. Cut Office Paper
5. Writing and Graphic Supplies
6. Storage and Filing Products
7. Electronic Office Supplies
8. Office & Desk Accessories
9. Presentation & Planning
10. Office Furniture

In-depth information and data

- The supply chain: key manufacturers and distributors, trends and channel shares
- Trends on market drivers for the office products market, such as the national economy, demography, employment, business development and IT penetration
- Profiles on key distributors including contact details, key financial figures, product ranges and services

Each product sector includes

- Market size and growth
- Segment trends
- Manufacturers and shares
- Distribution channel & shares
- Forecast up to 2011

Database format

- Market reports are now supplied in a database format on CD as a 'run time' file. This way, 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 country's OP market shown instantly.
- Product flows and distributor margins are detailed throughout the *whole* distribution chain for each product.

Segments Covered in Each Chapter

- 2: Commercial paper envelopes
- 3: Exercise books, memo & refill pads, duplicate & triplicate books, manuscript books and analysis books
- 4: Copier/laser grades, top quality writings, specialist inkjet papers, offset and duplicator papers
- 5: Pencils, ballpoints, rollerballs, fountain pens, fibre tip pens, plastic tip pens, highlighters, markers and more!
- 6: Manila files, soft plastic filing, suspension filing, ring binders, lever arch files, archival filing, indexes and dividers
- 7: Laser & inkjet printer cartridges, data storage media, fax rolls, transparencies, computer labels and more!
- 8: Adhesive tapes, repositionable notes, paper and card adhesives, scissors, rubber bands, pins, clips and more!
- 9: Planning boards, wallboards, flipcharts & accessories, stock diaries, calendars and year planners
- 10: Seating, desks, storage, computer trolleys and screens

MPA ORDER FORM

Please send me the following section of the German Office Products Report:

	<u>Selection</u>	<u>Price</u>
<input type="checkbox"/>	Full Report	€3,250
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<input type="checkbox"/>	4: User Trends	€170
<input type="checkbox"/>	5: Distribution	€550
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<input type="checkbox"/>	7: Books & Pads	€250
<input type="checkbox"/>	8: Cut Office Paper	€250
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	<u>Selection</u>	<u>Price</u>
<input type="checkbox"/>	10: Storage & Filing Products	€250
<input type="checkbox"/>	11: Electronic Office Supplies	€800
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