

# ***French 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 French Office Products Market 2006-2011* – offers an updated insight into the OP market in France, 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 French Office Products Report:

	<u>Selection</u>	<u>Price</u>
<input type="checkbox"/>	<b>Full Report</b>	€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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**A Division of BRG (UK) Ltd**

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**Tel: +44 (0) 20 8832 7830 Fax: +44 (0) 20 8566 4931**

**Email: mpa@brg.co.uk Website: www.mpainternational.com**