

European Writing and Graphic Supplies Market Report

NEW FOR THE WRITING INSTRUMENT INDUSTRY!

MPA International is widely recognised as the leading research agency serving the global office products market and in a new departure for the European office products sector is pleased to offer a new report examining a single sector across many different countries.

Hence our new *European Writing and Graphic Supplies Market Report* offers anyone serving the €2 billion market for writing instruments and accessories the opportunity to make comparisons of similar product segments across a host of different countries.

The in-depth information which will be made available in this market report will include:

- Country sections with a general overview as well as trends in the specific product sectors
- Market values (€ million) at MSP of the writing instrument markets in Western and Central & Eastern Europe, for each country and each product segment
- A five-year market forecast for each country and product sector to 2010
- Directory of the major product manufacturers including contact details

Main Contents

- 1. Economic Background Information**
- 2. The European Writing and Graphic Supplies Market Summary**
- 3. Trends by Product Segment by Country**
- 4. Presence of Manufacturers of Writing and Graphic Suppliers by Country**
- 5. Directory of Manufacturers of Writing and Graphic Supplies**

Writing and Graphic Supplies Segments Covered in this Report Include:

- | | |
|----------------------------|---------------------|
| • Pencils | • Highlighters |
| • Ballpoints | • Markers |
| • Rollerballs | • Refills |
| • Gel ink pens | • Erasers |
| • Liquid ink pens | • Correction aids |
| • Fountain pens | • Rulers |
| • Fibre & plastic tip pens | • Pencil sharpeners |

Regional coverage is as follows:

| Western European Section* | Central and Eastern European Section* |
|--|--|
| <ul style="list-style-type: none"> • Austria • Benelux Region • France • Germany • Ireland | <ul style="list-style-type: none"> • Italy • Nordic Countries • Portugal • Spain • United Kingdom |
| <ul style="list-style-type: none"> • Bulgaria • Czech Republic • Hungary • Poland • Romania • Turkey | |

* Western European and Central and Eastern European sections may be purchased separately or together at a discounted rate.

MPA ORDER FORM

Please send me the following section of the
European Writing and Graphic Supplies Report:

WESTERN EUROPE €1,200 CENTRAL & EASTERN EUROPE €800

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Postage and packing UK €15

Overseas €45 (courier)

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