

# FSEA Industry Survey

## Hot Stamping Foil Suppliers

The following survey was conducted through a third party organization specializing in on-line surveys and email marketing. The five part survey focuses on current industry trends. This portion of the survey was developed for suppliers of hot stamping foil. There were a total of 197 respondents to the entire survey and a total of 5 respondents to this portion of the survey after duplicate companies were eliminated.



### How many employees do you have at your location?

Less than 10		38%
10-49		35%
50-99		12%
More than 100		15%

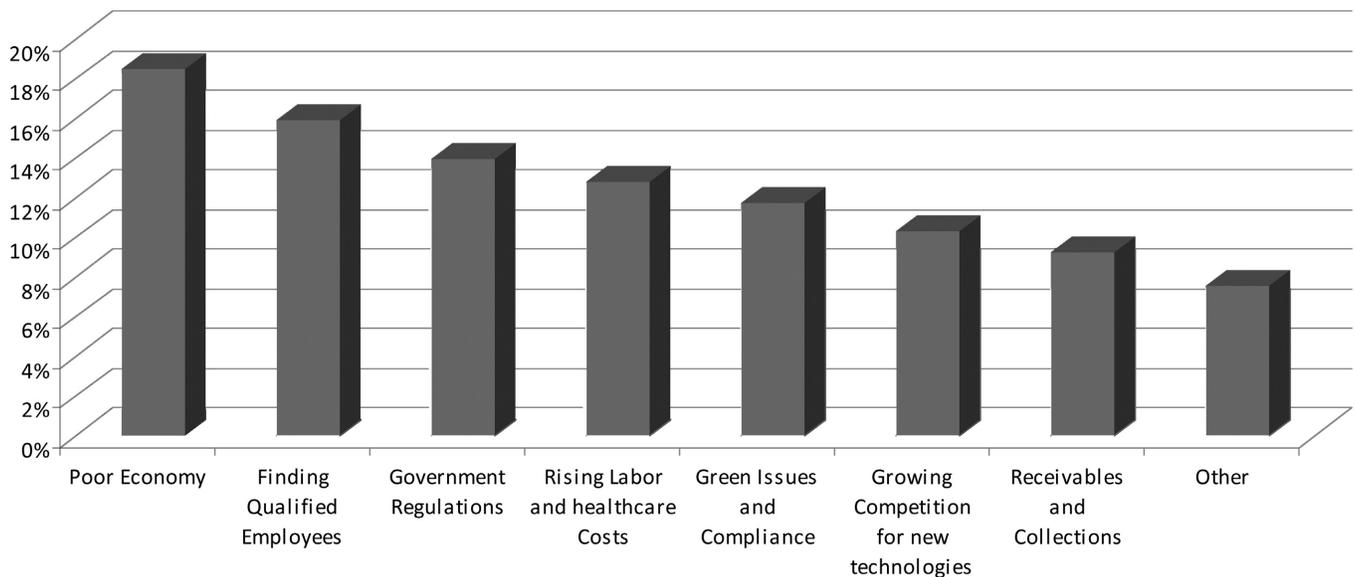
### What region of the country are you located in?

West		20%
Midwest		37%
East		34%
Other		9%

### Are you a Foil Stamper/Finisher or a Supplier to the Industry?

Foil Stamper/Finisher		66%
Supplier to the Industry		34%

### What are your main business concerns currently? Rank them from highest concern to lowest.



### What is your EXPECTED change in the volume of Foil sold for the next 12 months?

Increase less than 10%		75%
Increase between 11-20%		0%
Increase more than 20%		25%
Decrease up to 10%		0%
Decrease more than 10%		0%

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## **What was your ACTUAL change in the volume of Foil sold for the previous 12 months?**

Increased less than 10%	25%	25%
Increased between 11-20%	25%	25%
Increased more than 20%	25%	25%
Decreased up to 10%	25%	25%
Decreased more than 10%	0%	0%

## **Do you expect growth over the next 12 months, and if so, to what do you attribute that growth?**

I don't expect growth over the next 12 months	25%	25%
Increase in my company's market share	25%	25%
Increase in overall market size due to industry growth	0%	0%
My existing customer base is using more Foil	0%	0%
Other	50%	50%

## **What do you attribute most for your expected reduction in sales over the next 12 months?**

Decrease in my company's market share	0%	0%
Decrease in overall market size due to a lack of industry growth	100%	100%
My existing customer base is using less Foil	0%	0%