

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%

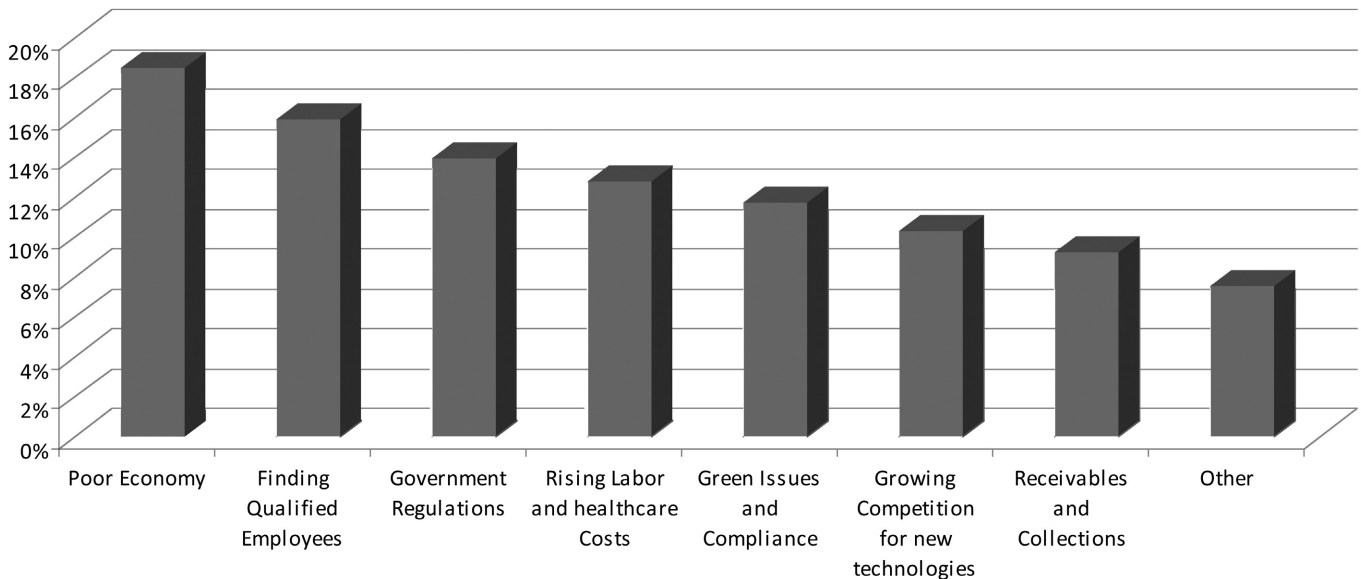
What region of the country are you located in?

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%
Increased between 11-20%		25%
Increased more than 20%		25%
Decreased up to 10%		25%
Decreased more than 10%		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%
Increase in my company's market share		25%
Increase in overall market size due to industry growth		0%
My existing customer base is using more Foil		0%
Other		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%
Decrease in overall market size due to a lack of industry growth		100%
My existing customer base is using less Foil		0%