FSEA Industry Survey

Other Suppliers to the Industry

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 to the foil stamping and embossing industry other than suppliers of hot stamping foil, engravings, or presses. There were a total of 197 respondents to the entire survey and a total of 23 respondents to this portion of the survey after duplicate companies were eliminated.



How many employees do you have at your location?

-	38%
	35% 12%
	15%

What region of the country are you located in?

Less than 10

More than 100

10-49

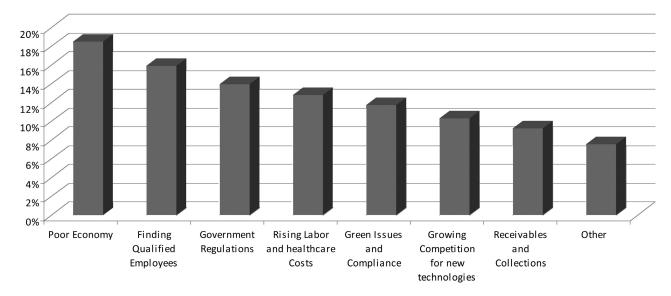
50-99

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

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

-	 -
Foil Stamper/Finisher	
Supplier to the Industry	I

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



What percentage of your business services companies in the Foil Stamping and Embossing industry?

Less than 25% Between 25% and 50% More than 50%



66% 34%

—FSEA Industry Survey –

What is your expected change in the sales specific to this industry for the next year?

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

43%
38%
5%
9%
0%
5% 9% 0% 5%

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
Increase in my company's market share
Increase in overall market size due to industry growth
My existing customer base is using more foil

	24% 62%
	62%
	9%
	5%

What do you attribute most for your expected lack of growth in sales over the next 12 months?

Decrease in my company's market share		0%
Decrease in overall market size due to lack of growth in the industry		40%
My existing customer base is using less foil	-	20%
Other		40%

What percentage of your business is outside the U.S.?

25% or less	81%
50% or less	5%
Greater than 50%	14%

What region do you see most rapidly growing in sales over the next 3 years?

USA	43%
Eastern Europe	14%
Western Europe	5%
South America	19%
Asia	19%