

SURVEY SUBJECT:

PRODUCT DEVELOPMENT & DESIGN

SURVEY DATES:

01/11/2011 - 01/25/2011

HIGHLIGHTED FINDINGS:

45 TOTAL RESPONSES, 56% FROM THE U.S.

- **A MAJORITY OF RESPONDENTS REPORT THAT THEY EXPECT PRODUCT DEVELOPMENT AND DESIGN BUDGETS TO STAY THE SAME OR GROW MODERATELY IN 2011.**
- **RESPONDENTS REPORT INTERNAL PLANNED PROGRAMS, CUSTOMER REQUESTS, AND TRADE SHOWS AND CONFERENCES AS THE TOP 3 CONTRIBUTORS TO PRODUCT DEVELOPMENT AND DESIGN IDEAS.**
- **MORE RESPONDENTS REPORT INCREASED INCENTIVES FOR COMPANY INNOVATION DUE TO SLUGGISH WORLDWIDE ECONOMIES.**

PAPERITALO PUBLICATIONS

2ND TUESDAY SURVEYS

SUMMARIES: WWW.GLOBALPAPERMONEY.COM

FULL SURVEYS: THOMPSON PRIVATE LETTER

2nd

Tuesday Surveys