

# **SURVEY SUBJECT:**

**QUALITY AND PRODUCT  
DIFFERENTIATION**

# **SURVEY DATES:**

**10/08/2011 – 11/07/2011**

# **HIGHLIGHTED FINDINGS:**

**27 TOTAL RESPONSES, 78% FROM THE U.S.**

- **RESPONDENTS REPORT PRODUCT PERFORMANCE MOST FREQUENTLY AS A MEANS TO DIFFERENTIATE THEIR PRODUCTS FROM COMPETITORS.**
- **A SMALLER PERCENTAGE OF RESPONDENTS REPORT THAT RECYCLED CONTENT IS AN IMPORTANT CONSIDERATION, BUT THE SAME (OR MORE) REPORT THE IMPORTANCE OF FOREST CERTIFICATION.**

**PAPERITALO PUBLICATIONS**

**2<sup>ND</sup> TUESDAY SURVEYS**

**SUMMARIES: [WWW.GLOBALPAPERMONEY.COM](http://WWW.GLOBALPAPERMONEY.COM)**

**FULL SURVEYS: THOMPSON PRIVATE LETTER**

**2<sup>nd</sup>**  
Tuesday Surveys