

## INDUSTRY



**Allow us to assess your company's needs  
and best position you to prosper and profit in  
the days and years ahead.**


## INDUSTRIAL MARKET RESEARCH

SIS International Research brings over 30 years of experience to its industrial market research efforts. We have keen awareness of unique manufacturing environments and of the sophisticated technologies involved in specific sectors of industry. It takes astute market analysis and marketing strategy to thrive in today's highly competitive business landscape. SIS will assess market size potential and identify growth opportunities that exist for your firm, helping you take the necessary steps to succeed. We'll improve your B2B interactions to ensure effective communication along the supply chain all the way to the end-user.

Understanding the customers who use your products is key to this success. Through in-depth interviews, CATI studies, consumer surveys, and focus groups, SIS Industrial Market Research examines customer attitudes, branding and image

awareness, and end-user opinions that provide invaluable data and insight. Industrial competitive intelligence research and competitor profiling are also an essential means of obtaining the type of information that provides a true advantage in the industrial marketplace. We assess supply chain effectiveness and zero-in on improving important logistical aspects of transportation and procurement.





We have worked with top names in all industries on the way towards earning a reputation of excellence in our over 30 years of extensive marketing research experience.

**Market Research** | Leading business research, insight and data solutions for strategic advantage.

We provide Qualitative and Quantitative Market Research modus recusabo interestet. We employ multiple research methods to assist you with your global growth strategy.

**Strategy Research** | We help you to get better prepared to get good leads and convert them to more sales.

We are experts in Competitive Intelligence, Lead Generations Techniques, Market Research and much more.

**Data Collection** | SIS incorporates robust quantitative statistical components with other forms of information gathering to achieve our client's research needs.

SIS International's analytics allow clients to enhance their decision making by maximizing return and minimizing risk. As a full-service market research and intelligence agency, our specialists immerse themselves in our clients' needs and devise a solution delivering complete market insights

**Focus Group Facilities** | Focus Groups and In-Depth Interviews

With an in-house staff of trained recruiters and a national panel of research participants, SIS is fully equipped to recruit a broad range of consumer and B2B respondents.



SIS Worldwide Headquarters  
11 East 22nd Street, 2nd Floor, New York, NY 10010  
New York • London • Frankfurt • Shanghai • Tokyo  
t: +1 212 505 6805 • [research@sisinternational.com](mailto:research@sisinternational.com)





## Comprehensive solutions for industrial sectors

### Adhesion

- Conducted telephone interviews with users and manufacturers to find out about usage and attitude of industrial adhesion

### Air Treatment Products

- Evaluation of air treatment products in France, Italy, Germany, Spain, and the UK, including market size, segmentation, prices, and distribution.
- Conducted market intelligence study on air conditioner, water heaters, and gas furnaces in Latin America.

### Appliances, Lighting, and Electrical Products

- Conducted in-depth interviews with directors and officers in charge of procurement and supply chain logistics for manufacturers and distributors of appliances, lighting, and electrical components. Countries studied: Argentina, Brazil, China, Germany, Italy, Japan, Mexico, and Taiwan.
- Market study for defense electrical products in the US.
- Conducted study on alarms systems business in Spain and France

### Automotive

- Strategic information audit for a major automotive manufacturer that gathered strategic and competitive information into the system on an ongoing basis.
- Large scale quantitative study of US consumers' attitudes toward premium gasoline.
- Competitive assessments on firms in the wire harness business for the automotive and trucking industries.
- The market potential for auto-care products.
- The Mexican automotive market including manufacturing, distribution, etc.
- Competitor profiles of automotive components,

producers, and distributors.

- Competitor study of two major competitors which are distributors of automotive components.
- Conducted worldwide study of auto drives. Conducted focus groups in the following countries: Argentina, Brazil, France, Germany, Hong Kong, Italy, Japan, Malaysia, Netherlands, Norway, Puerto Rico, Singapore, Thailand, and the UK.
- Business Intelligence Study to research the competitive assessment of second stage manufacturing of automobile corporations.
- Conducted in-depth interviews on new advertising slogans for a high-end car.
- Corporate Advertising Image Study in US for a large European Automobile Manufacturer.
- Conducted study in Asia for the automotive testing equipment market.
- Conducted an image awareness advertising program for a global automotive manufacturer.
- Competitive assessment of Honda in Thailand.
- Qualitative, in-depth interviews of users of new model SUVs.
- Identified purchasing trends and consumer automobile preferences of singles in US.
- Conducted study to analyze current parking conditions of single spaces, municipal lots and muni-meters in New York City.
- Conducted study regarding car owners and dealers. The scope of this study was to examine car buyers' and car dealers' experiences, behaviors and overall satisfaction levels with regards to automobile loan financing.
- Conducted on-site interviews at NY auto show to establish brand interest feedback for future planning.
- Competitive analysis of two major distributors of automotive components.
- Qualitative study of young Americans for a US automotive study

SIS Worldwide Headquarters

11 East 22nd Street, 2nd Floor, New York, NY 10010

New York • London • Frankfurt • Shanghai • Tokyo

t: +1 212 505 6805 • [research@sisinternational.com](mailto:research@sisinternational.com)



#### **Closures Packaging Market**

- Market Intelligence Study on household and institutional cleaning products in the US.
- Business Intelligence Study on the closures packaging market vs. the blister pack market in US.
- Conducted focus group interviews to determine needs and requirements of seal press users in the US.

#### **Coal**

- In Depth Interviews with Australian Coal Miners

#### **Copper**

- Worldwide market study on the uses of copper.

#### **Electronic Components**

- Acquisition study for a British-based electronic components manufacturer, evaluating which candidates represented a strategic fit with the company's existing interests in the US and could facilitate the company's entry into emerging markets.
- Conducted interviews with Consultants, Contractors and End-Users in the United States, Saudi Arabia and China in order to get an impression of the opinion, attitude and perception towards the clients' and competitors' products.

#### **Elevators and escalators**

- Conducted interviews with local elevator and escalator sellers in the US.

#### **Engineering**

- Competitive Intelligence Study of two engineering firms in Thailand.
- Conducted Interviews in Europe among engineers and maintenance concerning pressure relief valves.
- Conducted a study regarding equipment controllers.

- Conducted a CATI and research study regarding industrial robots.

#### **Farm Equipment**

- Global study of farm equipment usage in over 14 countries.
- Conducted focus groups with farmers to determine their attitudes toward a new product concept.
- Several Competitive Intelligence Studies with consumers and competitive firms to determine product offerings and competitive marketing strategies.
- Business Intelligence Study regarding the exportation of agricultural products from Chile to North America and Europe.
- Business Intelligence Study regarding the exportation of "green" or "pesticide free" products to the US and to select European countries.
- Global study of the future trends in agriculture.
- Business and Competitive Intelligence Studies on the Asian Agrochemical industry.
- Market Intelligence Study to find out what production tools farmers need.
- Market study on agricultural tire usage.
- Conducted IDIs with several large Argentinean farmers and contractors for corn, soybeans and wheat to explore their needs for tractors and other equipment.
- Market opportunity assessment and need analysis of the forest and timber industry in the BRIC-States and Australia.
- Conducted in depth-interviews with American farmers and tractor experts to gain insights on their needs and satisfaction.
- Conducted tractor usability testing in tractor cabins on rural farms of the United States in 2009
- Conducted market research on China grain equipment market by in-depth interviews with customers and competitors.
- Conducted in-depth interviews with farm operators, suppliers, and independent dealers of protein and grain equipment market in Brazil.



#### **Fireproofing Products**

- Conducted face-to-face interviews on the fireproofing products market, to identify market trends and potential buyers.

#### **General Manufacturing Studies**

- Interviewed CEOs of mid-sized manufacturing firms to determine the strategic issues facing their industry.
- Competitor profile of a major industrial packaging firm.
- Conducted global industrial consumer survey.
- Market assessment to identify growth opportunities, market sizing, and methods used to support, particularly in tunneling.
- Conducted quantitative project for a maker of an industrial oscillating tool.
- Metal Belting Market Assessment in Latin America to establish a more detailed and relevant geographic and market segmentation scheme for evaluation and prioritization.

#### **Glass Manufacturers**

- Quantitative brand image survey for a US glass manufacturer.
- Repositioned the brand strategy of a window manufacturing client to target professional contractors.

#### **Industrial Cleaning**

- Brand image study in the US and Europe for industrial cleaning products by end-use market segments.

#### **Industrial Competitive Intelligence Studies**

- Competitive Intelligence profile of a major engine manufacturer's activities in Thailand.
- Create company profile of a leading manufacturer of industrial products.
- Competitive Intelligence Study of microwave competitors in the UK.
- Evaluation of a company's capability to competitively produce ash removal systems.
- Competitive Intelligence study of hydrometers in

Germany.

- Created company profile of a leading plastics producer.
- Competitive profile of technology lab that manufacturers contact lenses.
- Conduct Global Market Intelligence study for a power systems company.
- Conduct market intelligence study for gas membrane market in USA and Japan

#### **Industrial Maintenance**

- Conducted interviews with purchasers of industrial products for preventive, remedial and curative industrial maintenance processes.

#### **Laboratory Equipment**

- Conducted survey in the US and in Germany with research scientists to determine their usage of specific laboratory equipment.

#### **New Technology**

- Business intelligence study of the new technologies used in the production of credit cards.
- Conducted study to understand pharmaceutical and biotech areas regarding drug delivery systems and selection of product development and manufacturing companies to partner with for new technologies.

#### **Mailing Systems**

- Market study for a large mailing systems firm that identified relevant technologies that could either be acquired or developed to protect its strategic position in the market.

#### **Motors and Drives**

- Market size, segmentation, and pricing study of the Motors and Drives market in Mexico and in Venezuela.
- Assessment of the Motors and Drives market in Mexico.
- Conducted a research study concerning transmission assembling in Malaysia



#### **Paints**

- In-depth interviews with customers of a marine paint company for a Unified Global Visual Identity study in the US.

#### **Paper Mills**

- Conducted global study of paper mill managers to analyze manufacturing techniques.

#### **Pavement Marking – Reflective tape**

- Global market study of reflective tape and pavement marking equipment.

#### **PH Measurement Equipment**

- Conducted qualitative research study for the users of pH measurement equipment in the Pharmaceutical industry.

#### **Pharmaceuticals**

- Conducted study to understand pharmaceutical and biotech areas regarding drug delivery systems and selection of product development and manufacturing companies to partner with for new technologies.

#### **Photographic Film, Papers, and Chemicals**

- Strategic information audit for a large manufacturer of photographic film, papers, chemicals, and related equipment and imaging systems. Produced a monthly flow of competitive information into the system.

#### **Plastics**

- Market study on how much polyethylene duct is consumer annually in deploying communications cables underground in the US

#### **Printing Technology**

- Competitive Intelligence Study of the

manufacture of labels and thermal paper.

- Conducted CATI Interviews with respondents who manage day to day print operations in UK, France, and Germany.

#### **Publishing**

- Conducted and wrote report for quantitative research for a publishing company. International study involved types of industrial product purchased and recommended.

#### **Scales and Balances**

- In-depth study of the market for scales and balances in China.
- Market size, potential, segmentation, pricing, and competitor framework for CAT scan equipment in Malaysia and Thailand.

#### **Security**

- Customer satisfaction survey of users of Sensormatic equipment in Europe, Latin America, and Asia.
- Conducted a large parking sensor study in the NYC metro area, involving complex logistical setup, fieldwork execution, test driving and equipment handling.
- Conducted an in-depth study of the competitive market environment for building security fire alarms in China.
- Conducted a low incidence study across the United States among SMB managers who manage the security function at their companies.

#### **Semi-Conductors**

- Study of the semi-conductors market in Japan.
- Comparative study on semi-conductor fuel efficiency in the US vs. Europe.

#### **Shipping**

- Competitor profile of Container Lines in Beijing, China.
- Competitive Intelligence Study of customers' and competitors' logistics and shipping practices.



### **Sourcing**

- Market Intelligence Study of domestic sourcing for industrial firms
- Competitive Intelligence Study on the methods of the "best in class" US sourcing firms.

### **Sterilization Equipment**

- Quantitative and qualitative study for sterilization equipment in Europe and Japan.

### **Technology Applications**

- Conducted telephone interviews for a brand awareness tracking study for a global manufacturer of a multi-purpose power tool in Australia, Chile, and Argentina.
- Manufacturing market study analyzing a factory monitoring system that evaluates a foreign manufacturer on multiple safety issues.
- Quantitative study of interviews with engineers in Japan and Taiwan to determine their usage of technical products.

### **Testing Systems**

- Conducted business and market intelligence study on Testing Systems in the USA.

### **Textiles**

- In-depth study of the market for woven textiles in the US.
- In-depth interviews with managers of flocked fabrics plants in Japan to determine a new competitive fabric technology.

### **Tool Industry**

- Monitored over 32 companies' competitive effectiveness to analyze the Tool industry in the US market.
- Conducted machine tools study in the United States using secondary research and expert interviews.
- Conducted market reports for major South Korean tool manufacturers.

### **Transportation**

- In-depth assessment of the Transportation industry: overall strategic direction of the industry, company profiles, use of information technology and systems.
- Competitive assessment of technology usage in the automotive and trucking industries.
- Conducted a supply chain and transportation study in Europe and Japan.

### **Waste Removal**

- Conducted focus groups in the US, Brazil, Italy, France, and Japan to determine women's attitudes toward garbage and trash removal.

### **Water Filtration Systems**

- Conducted focus groups in the US, Brazil, Italy, France, and Japan to determine consumer attitudes toward a new hot water system.
- Comprehensive evaluation of water filtration systems in Europe and in Asia, assessing technology, competitors, and potential opportunities.



## Sample of Our Past and Present Clients

- 3M Traffic Control Materials
- Alphabet Company
- Amway
- Applied Materials
- Avery Dennison
- Cambridge Architectural
- Closures Manufacturers Association
- Daimler
- Diversy Lever
- Eastman Kodak
- Elf Aquitaine
- Exxon-Mobil
- Fasson - Roll Division
- Five Twelve Group
- Fleishman Hillard
- Ford Motor Company
- Genecor
- General Electric
- General Motors
- Grainger
- In-Sink-Erator
- Johnson Controls
- Kohler
- Milliken and Company
- MTS
- Nicholson Kovac, Inc.
- Nissan
- Ohsung Electronics
- Parsons Brinckerhoff
- Pohl-Boskamp
- Polaroid Corporation
- Promecs
- Reliance Electric
- Rexam Graphics
- Samicktech
- SC Johnson Wax
- Seaquist Closures
- Sensomatic Electronics Corporation
- Shell
- Siemens
- Simplex Corporation
- Stanley Works
- Teikoku Databank America
- Toyota
- Union Pacific
- United Technology
- Volvo North America Corp.
- W.R. Grace & Company
- Whirlpool Corporation