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## Market Potential of The 2015 North American Market v1.0

Completed Study Prospectus of the 3rd Edition
February 2016



# The Most Extensive Study of the North American Market for Professional Power Tools Accessories is Available for Sale as a Total Report or by Chapter

prus Limited is pleased to announce the completion of The North American Market for Professional Power Tool Accessories 3rd Edition. The study consists of 1,192 detailed telephone discussions with professional contractors across North America as well as many hours of additional research. It is presented in one bookmarked PDF volume containing over 2,430 pages in a detailed graphic and matrix format tables and analysis.

The 2015 Report provides a thorough review of 15 professional power tool accessories including reciprocating and circular saw blades, twist drills, hole saws, jig saws, hex shank bits, bonded and diamond abrasives, portable band saw blades, carbide tip hammer drills, wood boring bits, ship augers, router bits, step drills and knock outs. The study tracks the purchases in units and by brand as well as by 14 sales channels by 7 contractor types, 4 contractors sizes in the U.S and 3 sizes in Canada and Mexico as well as 4 U.S. regions.

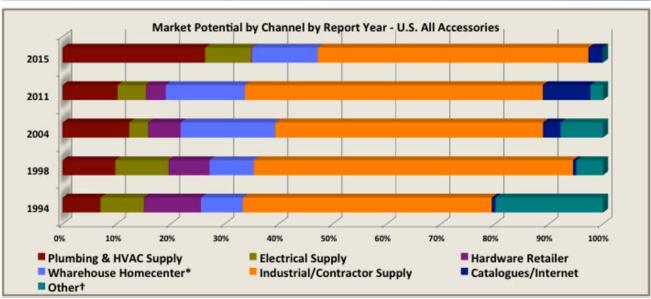


Source: Ciprus 2015 North American Market for Professional Power Tool Accessories 3rd. Edition

Key Features Included	in the 2015 3rd Edition	
Contractor Type	Plumbing & Heating HVAC Residential GC's Woodworking Kitchen & Bath	Electrical Industrial Maintenance Commercial GC's
Establishment Size - US	Small Medium Large Very Large	1-9 10-19 20-49 50+
Establishment Size Canada & Mexico	Small Medium Large	1-9 10-19 20+
Power Tool Accessories	Power Tool Accessories Circular Saw Blades Hole Saws - Bi-Metal Portable Band Saw Blades Reciprocating Saw Blades Recip Saws Bonded Abrasives Diamond Abrasives Carbide Tip Hammer Drills Router Bits Step Drills	Ship Auger Bits Wood Boring Flat Bits Twist Drills - High Speed Steel Hex Shank Bits/Sets/Drivers Knock Outs
Sales Channels	Manufacturer Websites Contractor/Building Supply Electrical Supply Hardware Retailer HVAC Supply Industrial Supply (STAFDA) Farm & Fleet (Tractor Supply)	Internet/Etailer Lumberyard Mass Merchant - Sears Plumbing Supply Home Depot Lowes
Reasons for Changing Purchase Channels	Buy here personally Brand availability Close to job/home Improve quality Contractor program	Credit line Prior source closed Corporate directive Lower prices Consol
Functions Interviewed Time Periods Business Mix	Accessory Buyers 2015 Commercial	Accessory Users 2012 Residential

### Key Features Included in the 2015 3rd Edition - Continued

	More color graphics added. Additiona	Il matrix tables added.						
Additional Color Graphics,	Additional summary charts added							
Matrix tables and Report Contents	Over 725 pages added							
	Additional chapter added titled all brands combined to provide overall brand share by channel, contractor type and accessory type							
New Question: What is	What is your #1 overall preferred brand of accessory in 2015 and 2012?							
your #1 overall preferred	Why is the brand your #1 preferred brand?							
brand in 2015 and 2012?	Why did you change preferred brands?							
	Availability	Brand Reputation						
Brand Selection Factors	Employer approved brans list	Price						
	Promotional programs	Recommendations of co-workers						
	Previous experience	Quality and Performance						
Made in America	No Change	5% More						
Price Premium	10% More	15% More						
	20% More							



Source: Ciprus 2015 North American Market for Professional Power Tool Accessories 3rd. Edition

### **Available in a Total PDF Report or by One of 15 Product Chapters**

### Complete Report Includes all 15 Product Chapters

The complete report contains over 2,430 pages of data, charts, tables, summary tables, graphs and a detailed assessment of each power tool accessory in the North American Market. This study is the most comprehensive report on pro power tools accessories ever published in one easily referenced document.

The information has been developed through a robust database of 1,192 detailed interviews with professional contractors across the North America and through many hours of detailed analysis to provide the most complete body of research on the professional power tool accessory market and market potential for professional power tool accessories available. Each subscription - full report or individual chapters is sent electronically in PDF format or optional CD.

### All subscriptions include unlimited email and telephone consultation.

For more information please call John Ciprus (860) 575-9040 (m) or e-mail at john.ciprus@ciprus.com.

Ciprus Limited • 121 Saybrook Road • Suite 301 • P.O. Box 932 • Essex, CT 06426-0932

Report and Chapter Pricing Schedule - Individual Chapters																
Report Description	Complete Report	Circular Saw Blades	Hole Saws Bi-Metal	Jig Saw Blades	Portable Band Saw Blades	Reciprocating Saw Blades	Bonded Abrasives	Diamond Abrasives	Carbide Tipped Hammer Drills	Router Bits	Step Drills	Ship Auger Bits	Wood Boring Flat Spade/Paddle Bits	Twist Drills	Hex Shank Bits, Scres Driver Bits	Knock Outs
Report & Chapter Pricing	\$28,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000
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