

24 June 2009

## Carton Sealing Questionnaire

Good morning/afternoon. My name is \_\_\_\_\_ and I am calling from PEXEL, an independent market research agency. We are currently conducting nation wide research concerning commercial/industrial carton sealing needs. Would you be able to spare 5 minutes to answer a few questions?

Q1. What tape are you using for carton sealing? [CODE ALL THAT APPLY]

Hotmelt	1
Acrylic	2
Natural Rubber	3
Other	4
Other, specified	Text
Don't know	98
If don't know, please provide the color of the tape	Text

Q2. How do you apply the tape?

By machine	1
By hand	2

Q3. Whose tape are you using? [CODE ALL THAT APPLY]

3M	1
Intertape	2
Shurtape	3
Henkel	4
Distributors' Private Brand	5
Other	6
Other, specified	Text
Don't know	98

Q4. Can you tell us what product number(s) you are using? \_\_\_\_\_  
[IF DON'T KNOW, ASK FOR ANY DETAILS KNOWN OR ENTER 'DK']

Q5. What lengths and widths of tape do you purchase? \_\_\_\_\_  
[IF DON'T KNOW, ASK FOR ANY DETAILS KNOWN OR ENTER 'DK']

Q6. What is the price range of the tape are you buying? [IF EXACT AMOUNT IS UNKNOWN, PROMPT FOR A RANGE.]  
\_\_\_\_\_ \$/roll

Q7. Do you purchase the tape through a distributor or direct from the manufacturer?

Distributor	1	GO TO Q7a
Manufacturer	2	GO TO Q8

Q7a. Would you be willing to buy directly from a tape manufacturer?

Yes	1	GO TO Q7b
No	2	GO TO Q7b

Q7b. Why is that?

\_\_\_\_\_  
\_\_\_\_\_

Q8. What factors do you use to decide where to source the tape? [CODE ALL THAT APPLY]

Quality	1	GO TO Q8a
Cost	2	
Delivery	3	
Service (excluding bundling with other products, inventory control, etc.)	4	
Relationship	5	
Other	6	
Other, specified	Text	

Q8a. Could you please explain the quality requirements you have for the tape?

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Q9. Approximately, how much do you spend on packing tape annually? [IF EXACT AMOUNT IS UNKNOWN, PROMPT FOR A RANGE.]

\$ \_\_\_\_\_

Q10. How many ROLLS of tape do you purchase annually? [IF EXACT AMOUNT IS UNKNOWN, PROMPT FOR A RANGE.]

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Q11. How often do you purchase packing tape?

Annually (contract)	1
Spot (as needed)	2

Q11a. Why is that?

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Q12. Who is the main decision maker regarding what tape to use? [CODE ONE ONLY]

Purchasing (corporate)	1
Purchasing (plant)	2
Plant Manager	3
Packing Engineer	4
Other	5
Other, specified	Text

Q13. Are you the decision maker?

Yes	1	GO TO Q14
No	2	GO TO Q13a

Q13a. May we take the decision maker's details?

Name	Text
Telephone Number	Text      THANK AND CLOSE

Q14. Would you be willing to change the tape you use?

Yes	1
No	2

Q14b. Why is that?

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[IF 'YES' AT Q14, GO TO Q15. IF 'NO' AT Q14, THANK AND CLOSE.]

Q15. Would you be willing to receive a price quotation from a tape manufacturer?

Yes	1	CONFIRM CONTACT DETAILS
No	2	THANK AND CLOSE