

INTRODUCING CENTRICS

Knowledge equals power. Centrics will empower you with knowledge by gathering intelligence through in-depth market analysis. We provide timely information on client satisfaction and market differentiation by analyzing both your competition and your clients' expectations.

Centrics draws on the success and expertise of our partners, Priority Metrics Group, one of the nation's most innovative research firms, and MarketLink, a high-end lead generation service company. Knowing that most B2B companies haven't relied on market research to make sound decisions, we're here to tell you that sound market data will help you make lower risk decisions with better results.

OneSource Paperboard LLC, a professional supply-marketing services agency, is directly affiliated with Centrics. This combination of supply and marketing support services guarantees new opportunities for our clients' top and bottom line growth.

WHAT IS CENTRICS? Centrics is a full service market research company focused on the fiber based packaging industry. We'll apply a variety of proven B2B market research tools that provide replicable, real time information. We'll determine:

- Product and service attributes that define your business
- Drivers of your success
- Critical present and future trends
- What you need to know for new product or market development
- Why you lost or gained market share
- The definition of value in your clients' eyes
- Customer Retention Analysis - clients you can count on, clients who are looking around and why clients left you

HOW WE DO IT? We measure our success by our deliverables with a passion. Priority Metrics has been in the Market Research business since 1993. Centrics was created by people who've been in the fiber-based packaging industry since 1974 and have been applying market research tools from the "get-go." The principals of Centrics and PMG have already collaborated on more than 15 successful business turn-arounds within the fiber-based packaging industry. Since 1993 PMG, has completed more than 500 research studies, achieving a customer retention rate in excess of 90%. We're seasoned in:

- Project definition
- Market segmentation
- Competitive and market analysis
- Phone and face-to-face, truth-finding interviews with your clients
- Secondary research through our variety of contacts and industry knowledge
- Sales and marketing training
- High-end lead generation services onsite through MarketLink
- Support to develop business strategies and actionable plans
- Finding the "rest of the story" when that "better mouse-trap" just isn't selling



TALK TO THESE COMPANIES ABOUT OUR PROFESSIONAL MARKETING RESEARCH PERFORMANCE

Beloit Box Board
Beloit, WI

BP of Canada
Montreal, PQ

Columbus PaperBox
Columbus, OH

The Composite Can and Tube Institute
Alexandria, VA

Forest Resources
Mt. Prospect, IL

Crescent Paper Tube
Florence, KY

Erdie Industries
Lorain, OH

Fiber Sales
Hilton Head, SC

Fox Fibre and Packaging
Cincinnati, OH

HPE, Inc.
Cincinnati, OH

Indiana Corrugated
Marion, IN

Midlantic Paper Products
Greensboro, NC

Compak Webcor and CWSouth
Flint, MI

US Corrugated
Atlanta, GA

The Superior Group
Columbus, OH

Michigan City Paper Box
Michigan City, IN

The North American Paperbox
Association
Alexandria, VA

The Recycled Paperboard Alliance
Washington, DC

TALCO
Middletown, OH

Summit Watch
Los Angeles, CA

Superior Group
Columbus, OH

HOW TO CONTACT US?

We'd love the opportunity to go to work for your company. Visit www.centricsllc.com or call or e-mail today and ask about our Business Quick Start research protocol.



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