

TESTIMONIALS FROM MARKET READER PRO™ CLIENTS

“The new Web site does a great job in building and presenting an improved image of the company and our products. The Advantage3D® images have been fantastic in helping us illustrate some of the unique features of our products. Everyone was very impressed with the creativity, intelligence, and commitment of the staff at Market Reader Pro™. We look forward to working with Market Reader Pro™ to build upon the success that we have and to further enhance the Web site’s capability.”

Michael J. Vasilik

Director of Marketing, Elbeco Incorporated

“Market Reader Pro™ has proven time and again to be responsive and efficient in getting a program up and running. The results we have gotten from the surveys have met our goals, and the analysis has met our expectations. Market Reader Pro™ continues to be a valuable resource for our market research and product development efforts.”

Chris Buecksler

Manager of New Product Innovation, CPP North America

“From my first contact...until my last data request, working with Market Reader Pro™ was a pleasure. The team was always pleasant and helpful and very easy to work with. We will not hesitate to contact them in the future!”

Stacy Crowell

Clinical Research Analyst, Schick Wilkinson Sword

“I just want to reiterate my many thanks to you and the team for turning around a study so quickly. Your team was extremely responsive and on task the whole time, despite being under immense time pressure. We appreciate your professionalism and flexibility in a fast-paced industry such as the fragrance business. It’s always a pleasure working with you.”

Jane Sung

Consumer Market Research, Givaudan Fragrances Corporation

“You were able to construct a system that, while structured, is also flexible, fast, and economical. As you can see from the increased use of the system in the past year, it has been fully accepted by Givaudan North America (both Consumer Products & Fine Fragrance Marketing teams) and is slowly becoming part of Europe’s research tools.”

Roger Elkin

Director, Market Research, Givaudan North America

“I would like to thank you and your staff for the very good work on our...project. Your quick turn around and thorough data analysis allowed us to accelerate our product launch to meet a vital customer need, and also to identify early-on a significant design problem that we then corrected before launch. Neither of these would have been possible using traditional market research approaches. I look forward to working with you on future innovation projects.”

Jeff Fisher

Vice President Product and Technology Development, Ranir LLC

“Kudos to you and your team! The wireless consumer research and report you provided for Nextel Communications are great, and exceeded our expectations.”

Alice Ducq

Senior Communications Consultant, Nextel Communication

“I know what our agreement was; however, I also realize that you really put in many hours of long hard work on my project, therefore I am including some additional funds for you. Thank you for going the extra mile. Your professionalism, courteousness, promptness and dedication make your company shine. It has been a pleasure to do business with Market Reader Pro™.”

Pamela Riddle Bird

CEO, Innovative Product Technologies, INC.