

TACTICAL SALES & MARKETING (TSM) REPORT

The Forgotten Market: Environmental Testing

A North American Survey of the Environmental Market

Published: April 2001

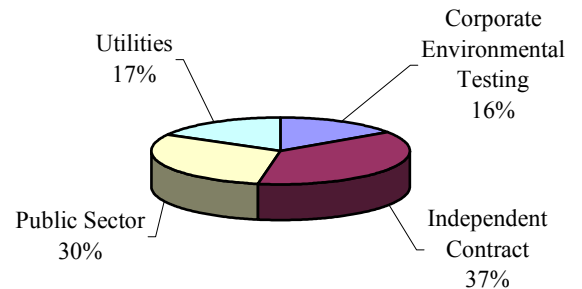
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S Di's Tactical Sales and Marketing reports are based on end-user survey responses that focus on a specific market. The reports provide valuable feedback from the customer, revealing the real story of current market conditions and likely expectations over the next few years. Survey data is presented, analyzed and evaluated, and even compared to our previous Environmental Market TSM report from 1994 to assist the reader in gaining a clear understanding of the implications of our findings.

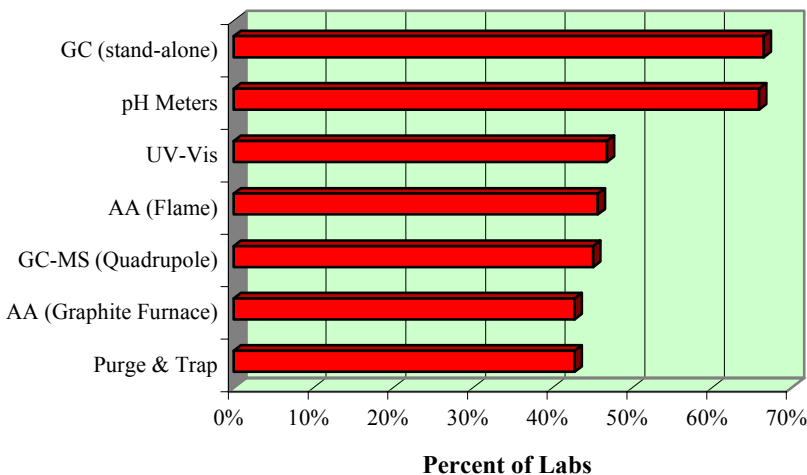
The Forgotten Market: Environmental Testing, A North American Survey of the Environmental Market is an exhaustive analysis provides invaluable insights for all levels of management, marketing, engineering, and sales personnel.

The report gives you a clear view of every aspect of this market. Each section provides in-depth analyses of the survey responses, as well as a list of key observations. Over 170 respondents throughout North America answered our survey. This report tells you how environmental testing instrumentation is distributed by laboratory type and region, and provides detailed information with regard to the various perceptions and needs for each geographic and industrial segment of the market.

Lab Type Distribution



Overall Instrument Installed Base



The Forgotten Market: Environmental Testing, A North American Survey of the Environmental Market makes an intensive study of the current installed base of analytical instruments in environmentally oriented laboratories, including liquid and gas chromatography systems (such as HPLC, LC/MS, GC and GC/MS), atomic spectroscopy systems (such as AA and ICP), molecular spectroscopy systems (such as UV-Vis and FT-IR), mass spectrometers, electrochemistry instruments, and even LIMS installments. Detailed analysis is given for each analytical technique that is used significantly in environmental laboratories.

The political winds in Washington D.C. have shifted in 2001, which bodes potential change for the environmental testing industry. A new president and new directors of the EPA and Department of Energy could significantly alter the status quo of environmental regulatory development. Find out how these changes and other issues will affect the environmental testing market. What changes are end-users in environmental laboratories expecting? How will the new Arsenic rule affect instrumentation? Which types of environmental laboratories are growing the fastest and doing the most work?

This report also evaluates the importance of six different instrument categories to end-users, as well as end-users' satisfaction with various instrument suppliers in those categories. Both are rated from 1 to 5 with 5 representing either the most important or most satisfied. The six categories evaluated include:

- **Application Support**
- **Ease of Use**
- **Instrument Performance and Technology**
- **Instrument Reliability and Quality**
- **Reputation**
- **Service Quality**

Overall Instrument Importance Ratings	
Supplier Factors	Mean Rating
Reliability	4.79
Performance	4.60
Service	4.20
Ease of Use	4.01
Application Support	3.60
Reputation	3.37

SDi's Tactical Sales and Marketing reports focus on a particular market and provide valuable unit data on specific market sectors for the recent past. *The Forgotten Market: Environmental Testing, A North American Survey of the Environmental Market* is an in-depth analysis that provides significant insights, giving you a clear picture of every aspect of this market – instrument installed base, applications, consumables, workload trends and particular sector needs.

Although many of the Clinton-era environmental mandates are gradually being realized and implemented by the Bush administration, the market for environmental testing products is currently in a transitional period where it has yet to be seen exactly what path the new federal administration will take. The demand for environmental testing instruments has maintained a slow but steady growth over the last several years.

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This 155-page report with 155 pages, 122 tables, 158 figures, published April 2001, is available for \$3,995.00.

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A North American Study of the Environmental Market

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