

Printworks® Digital Photo Scrapbook/Calendar Kit

Please fully answer all questions about your Printworks Digital Photo Scrapbook/Calendar Kit:

- Where did you purchase Printworks Digital Photo Scrapbook/Calendar Kit?

- Is this the first time you've purchased Printworks Digital Photo Scrapbook/Calendar Kit? Yes No
- How would you rate the product?
 Excellent Good Fair Poor
- How would you rate each of the following product features on a scale of 1 = Poor to 5 = Excellent.

	Poor		Excellent		
Appearance of Packaging	1	2	3	4	5
Price	1	2	3	4	5
Sheets Per Package	1	2	3	4	5
Paper Finish – Semi-Gloss	1	2	3	4	5
Frosted Cover	1	2	3	4	5
Binding	1	2	3	4	5
Calendar Clip (if used)	1	2	3	4	5
Brand Reputation	1	2	3	4	5
Product Guarantee	1	2	3	4	5
Instructions	1	2	3	4	5
Downloaded Software	1	2	3	4	5
Product Quality	1	2	3	4	5

- Have you purchased other Digital Scrapbooks or Calendars?
 Yes No
If yes,
(a) What other brands have you purchased?

(b) How did Printworks Digital Photo Scrapbook/Calendar Kit compare to the other brands?
 Better Equal Worse
(c) Why? _____
- Did you see an ad for this product? Yes No
- What month did you purchase this product?

- What one aspect of the product most influenced your purchase?
 Unique product Packaging Retail Price
- What type of project did you create?
 Calendar – portrait format Calendar – landscape format
 Scrapbook – portrait format Scrapbook – landscape format
- How would you rate your level of expertise on each of the following on a scale of 1 = Beginner to 5 = Expert?

	Beginner		Expert		
Photographer	1	2	3	4	5
Crafter	1	2	3	4	5
Scrapbooker	1	2	3	4	5
Computer User	1	2	3	4	5
Computer Printer	1	2	3	4	5

- Was the downloadable software easy to use? Yes No

- What functions of the software did you use in your final, printed project? (Check all that apply)
 Clipart Crop – Free Hand Crop - Shapes
 Text Borders Color Adjust
 Letter Pad Sketch Pad Print Walk Through
 Insert Events Edit Events
- What functions of the software would you like to see included?

- How long did it take you to create and assemble your kit?
 30 minutes 1 hour 2 hours
 3 hours More than 3 hours
- Was the calendar or scrapbook easy to assemble? Yes No
- What did you do with the completed project? (check only one)
 Hung on wall Hung on door
 Displayed on table/shelf Gave as a gift
 Project not finished Other _____
- Did the final results meet your expectations?
 More than Equal to Less than
- Would you recommend Printworks Digital Photo Scrapbook/Calendar Kit to a friend? Yes No
- Based on your experience with this product, would you buy other Printworks brand products? Yes No

Comments: _____

Demographic Information

For classification purposes only, please tell us about yourself. (Please note all information will remain confidential. Paris Business Products will not share your personal information with anyone.)

Age: Under 13 13-18 19-25 26-35 36-45 46-55 56+

Gender: Male Female

Family Size: Single Married Children _____ Number of children

Household income:

under \$25,000 \$25,000-\$50,000 \$50,001-\$75,000
 \$75,001-\$100,000 over \$100,000

Educational Level:

Not Yet High School Graduate High School Graduate
 Post High School Education College Graduate
 Post College Degree

Name _____

Street Address _____

City _____ State _____ Zip Code _____

E-Mail _____

Two ways to complete this survey:

- Mail to: Paris Business Products
Attn: Survey Department
800 Highland Drive,
Westampton, NJ 08060
- Fax to: 609-702-5499