

Printworks® Share-It™ Photo Easels, Magnets & Laminates With Photo Paper

Please answer all questions about Printworks Share-It Photo

1. Which product did you purchase?

- Share-It™ Photo Easels with Satin Photo Paper
- Share-It™ Photo Magnet Pockets with Satin Photo Paper
- Share-It™ Photo Laminates with Satin Photo Paper

2. Retailer's name where you purchased Share-It Photo?

3. What price did you pay? \$ _____

4. How was Share-It Photo merchandised?

- Hanging on a display strip In photo paper rack
- Laying on shelf In floor or shelf display

5. How did you become aware of Share-It Photo?

- In the store
- Advertisement
- Friend or family member recommended
- Printworks Website (www.myprintworks.com)

6. Is this the first time you have purchased a Printworks brand item? Yes No

7. What attracted you most to this product?

- Price Brand Packaging
- Photo Paper Display

8. How would you rate each of the following on a scale of 1 = poor to 5 = excellent:

	Poor			Excellent	
	1	2	3	4	5
Overall Product Quality	1	2	3	4	5
Appearance of Packaging	1	2	3	4	5
Price/Value	1	2	3	4	5
Number of Sheets of Photo Paper	1	2	3	4	5
Number of Easels, Magnets or Laminates	1	2	3	4	5
Photo Paper Finish	1	2	3	4	5
Quality of Photo Paper	1	2	3	4	5
Quality of Easels, Magnets or Laminates	1	2	3	4	5
Instructions	1	2	3	4	5
Ease of Use	1	2	3	4	5
Product Guarantee	1	2	3	4	5
Brand Reputation	1	2	3	4	5

9. What did you create and do with Share-It Photo? (Check all that apply)

- Displayed at home Displayed at school
- Displayed at office Mailed
- Gave as a gift Photo place settings
- Photo thank-you notes Birth announcements
- Party invitations Luggage tags
- Hold license or membership cards
- Trimmed for wallet-size photos/cards
- Other _____

10. Rate how strongly you agree or disagree with the following statements on a scale of 1 = strongly disagree to 5 = strongly agree:

	Disagree			Agree	
	1	2	3	4	5
The packaging clearly conveyed the product features and how to use them	1	2	3	4	5
The product was easy to use	1	2	3	4	5
The product is unique	1	2	3	4	5
The product met my expectations	1	2	3	4	5
I will purchase the <u>same</u> Share-It Photo product again	1	2	3	4	5
I will purchase a <u>different</u> Share-It Photo product	1	2	3	4	5

11. I will recommend Printworks Share-It Photo to a friend? Yes No

12. Rate your level of expertise on each of the following on a scale of 1=beginner to 5= expert:

	Beginner			Expert	
	1	2	3	4	5
Photographer	1	2	3	4	5
Fine Artist	1	2	3	4	5
Crafter	1	2	3	4	5
Computer User	1	2	3	4	5
Photo Printing	1	2	3	4	5

13. Which type(s) of Printworks photo paper will you purchase in the future? (Check all that apply)

- Matte Satin Glossy None

14. How frequently do you purchase inkjet photo paper?

- Weekly Monthly Yearly
- Never buy

Demographic Information

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

- Age:** Under 13 13-18 19-25
 26-35 36-45 46-55 Over 55

- 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

Highest educational level completed:

- Some High School
- 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:

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