

Voice of Industrial Distributors

Survey reveals that industrial distributors are three times more likely to look beyond a local printer after discovering Webcom

Virtually every distributor (91%) agrees that a good catalog is an effective tool to help increase sales. Webcom has completed a survey to learn more specifically about the catalog needs of industrial distributors¹. We have extracted a few facts for you to get a sense of how your company compares to others. As you learn more about the services offered by Webcom, you'll discover countless innovative solutions that address your top needs.

Print catalog value

85% of industrial distributors believe their customers will continue to value a printed catalog

What's important

Among industrial distributors, printed catalogs are the second most important marketing tool after flyers/brochures - holding more importance than websites, direct mail, sell sheets and online catalogs

What types of catalogs are being used

Even though a master catalog appears to hold more importance than a mini catalog, reliance on mini catalogs as a sales and marketing tool is slightly higher.

	extremely or very important	currently used
Master catalog	38%	45%
Generic	29%	43%
Mini	22%	51%

Future Use of Online Catalogs

Only 23% of industrial distributors currently consider online catalogs to be important. Nevertheless, two-thirds (69%) expect to have an online version within the next 3 to 5 years, compared to 40% that have one today. Growth of e-commerce is not far behind with 66% expecting to venture in this direction in the future versus 28% who are there today.

[How can you maximize the value of your catalog?](#) Click here

[Read about Webcom's success in delivering a total printing solution to Electro Sonic.](#) PDF download

[Read about how Webcom helped customer JJ Hammond with a print and online solution.](#) PDF download

¹ Conducted independently between December 2005 and March 2006 by Ipsos Reid on behalf of Webcom. Results include responses from 65 distributors across the U.S. and Canada.