

## IC Market Tracking Raised Floor Panels in Europe 2018

- Germany
- France
- UK
- Benelux
- Italy
- Spain

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# Your Benefits at a Glance

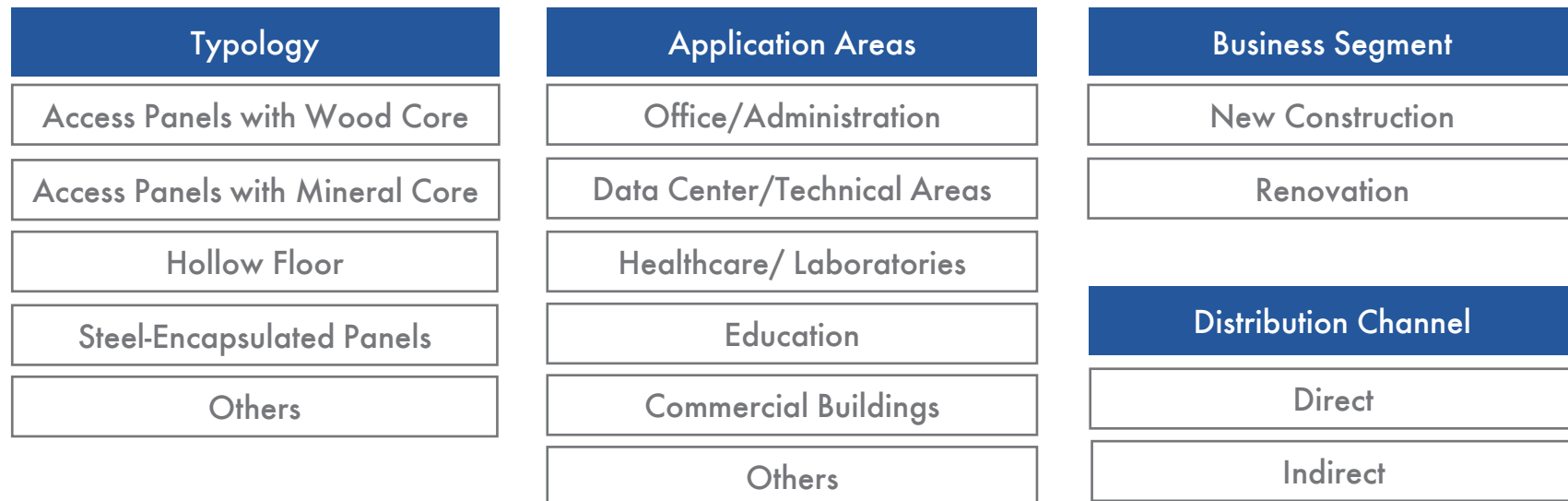
- ✓ Overview of the development of the **total market** and the **individual Segments**.
- ✓ **Market Forecasts** for all product segments and regions for the upcoming three years, based on our econometric models.
- ✓ Awareness of **Market Position** and development during the last two years, in comparison with major competitors and with respect to:
  - Total Market
  - Regional Markets
  - Raised Floor Panels
  - Application Areas
  - Business Segment
  - Distribution Channel
- ✓ Information about the most important **Factors of Influence**
- ✓ Graphic Presentation of the results facilitates the development of your own strategies.



## Raised Floor Panels 2018



Market by



For each segment the total market and market shares of the top players for the last two years and forecasts for the next three years are available in the study

## Typology

A classification according to the technic of fabrication and the materials.

Access Panels  
with Wood Core

Removable panels with an internal core of wood or wood composites. A thin layer of aluminum and/or steel is usually applied to the lower part , while a PVC border is applied to the perimeter.



Access Panels  
with Mineral core

Removable panels with an internal core of mineral fibres (ex. calcium sulphate). A thin layer of aluminum and/or steel is usually applied to the lower part , while a PVC border is applied to the perimeter.



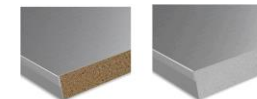
Hollow Floor

Tongue&Groove panel edges are glued together due to structural reasons. Panels made of calcium sulphate or other materials.



Steel Encapsulated  
Panels

Panels encapsulated in a box of steel with a core of mineral fibres or other materials.



Others

Other types of panels.

## Application Areas

Office/Administration

Raised floors applied in the rooms of offices and administration areas.

Data Centers/  
Technical Areas

Raised floors applied in data centers and technical areas.

Healthcare/  
Laboratories

Raised floors applied in hospitals, clinics and laboratories.

Education

Raised floors applied in conference rooms, schools and universities.

Commercial Buildings

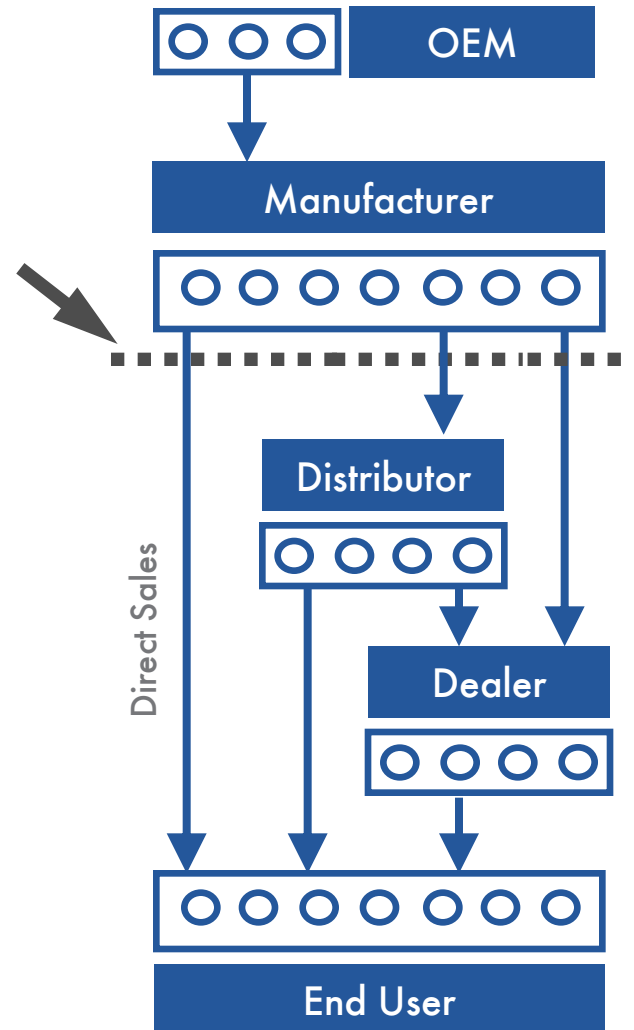
Raised floors applied in building mainly use for commerce, trade and related services.

Others

# What Do We Measure in Our Reports?

Interconnection measures the total sales at street prices without VAT per branch to the first buyer (without OEM)

Sales are segmented by the first distribution partner.



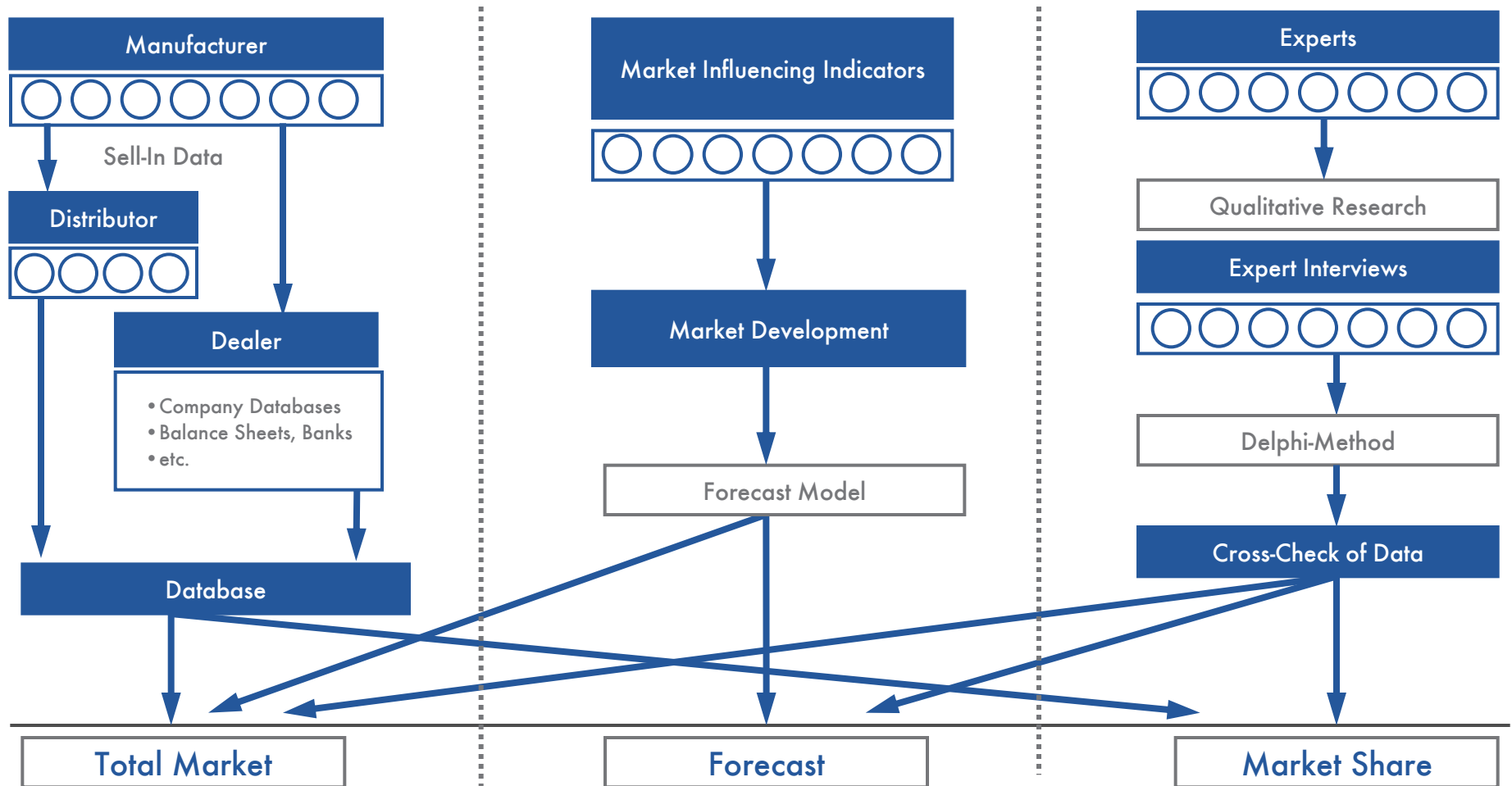
The basis for the analysis were interviews conducted with the most important manufacturers of the branches, who donated information through written questionnaires or telephone interviews. In return, cooperating companies receive parts for free, which guarantees a high rate of return.

Interviews with distributors and specialised dealers act as a cross-check of the data. In addition, investigations of listings and average prices are carried out.

# How Do We Conduct Our Research?

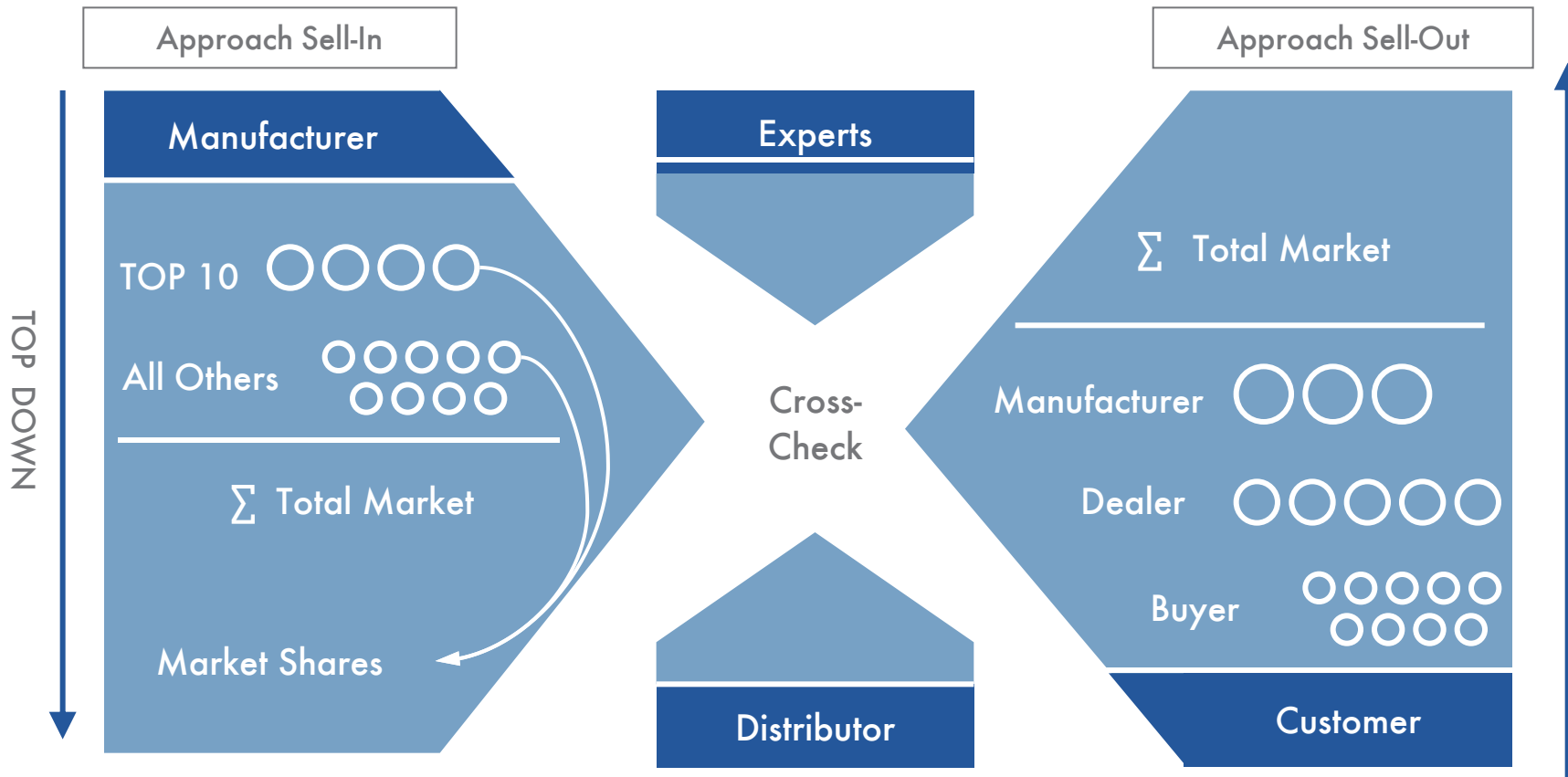
Description Structure of Survey Methodology

Methodology





# How Do we Cross Check the Data?



*The IC Market Tracking® is modularly built and consists of the following sections:*

- The **Introduction** shows the definition and demarcation of product groups, regions, and methodology as well as the objectives of the study.
- The **Executive Summary** gives a short overview of the results of the study and analyses key facts.
- As an introduction key factors influencing the market are analysed in the **Economic Environment**: You will find the most important data on consumer behaviour, main economic indicators, etc.
- The **Total Market Analysis** shows the development of the market surveyed by value and quantity in different dimensions, such as regions, product groups, and ways of distribution. A forecast for the next years is an essential part of this analysis.
- The **Competition Analysis** shows in detail the development of the top companies in the market by finding out about the market shares in different categories, changes in market position, benchmarks, average prices, etc.

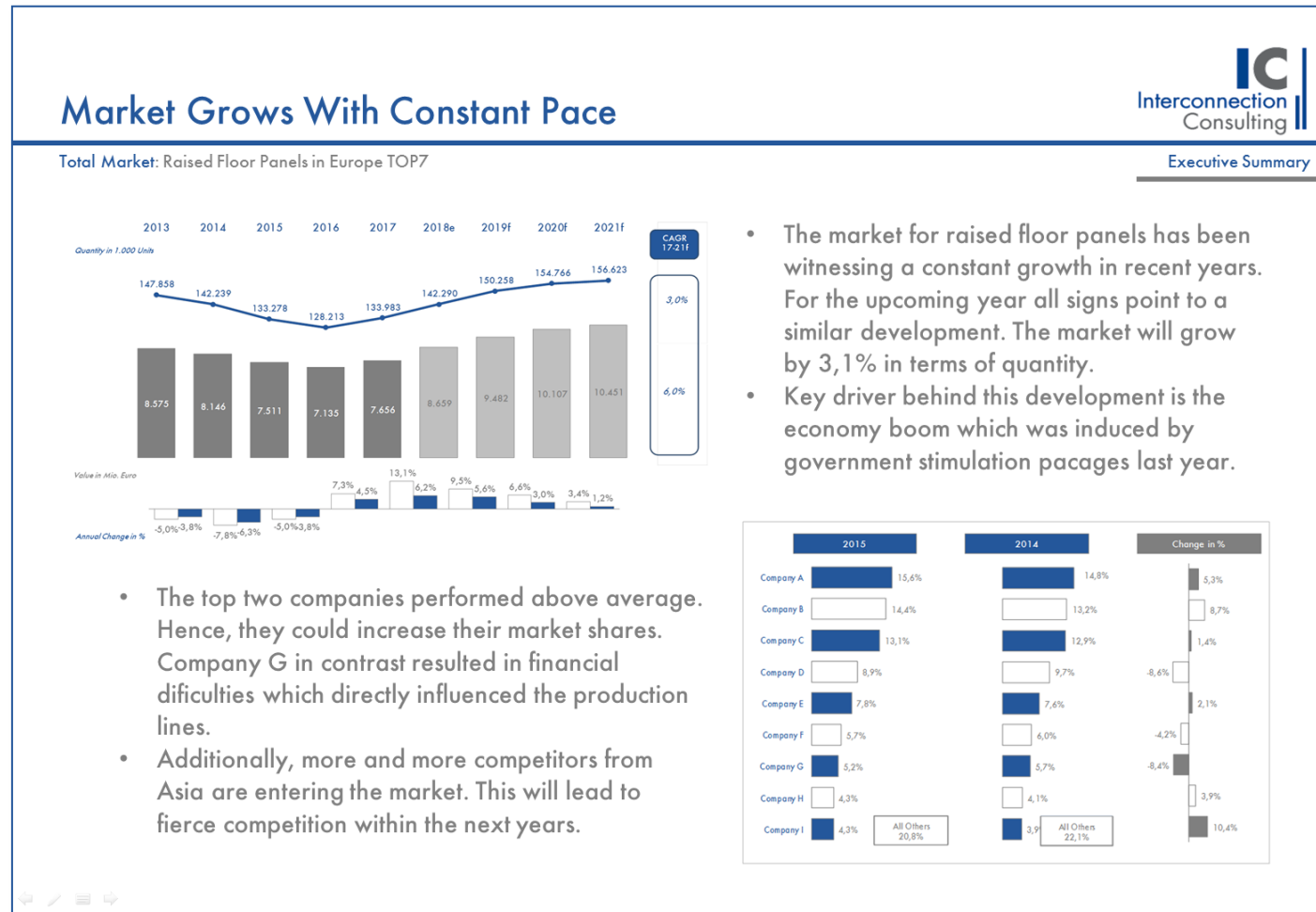
# Content of the Report \*

1. Executive Summary	(ca. 10 pages)
2. Definition and Methodology	(ca. 5 pages)
3. Market Drivers	(ca. 20 pages)
4. Regional Market Analysis and Forecast	(ca. 20 pages)
5. Competition Analysis	(ca. 20 pages)
6. Tables, Facts and Figures	Pivot Table

\* Pages based on single country report

# Executive Summary at the Beginning of the Report

- The executive summary comprises all relevant information of the report in poignant and precise manner. Forecast and competition situation is highlighted.
- This chart shows sample figures

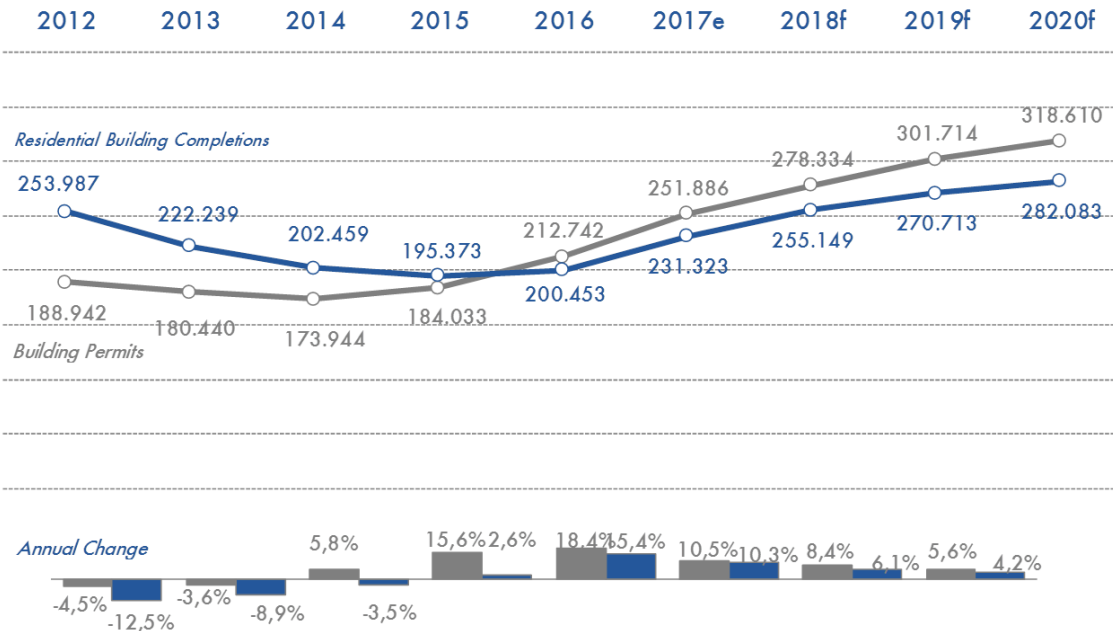


# Market Environment Data of our Forecasting Model

- The data for the market environment consists of main factors such as general economy data, demography, income statistics, construction environment and sentiment indicators.
- This chart shows sample figures

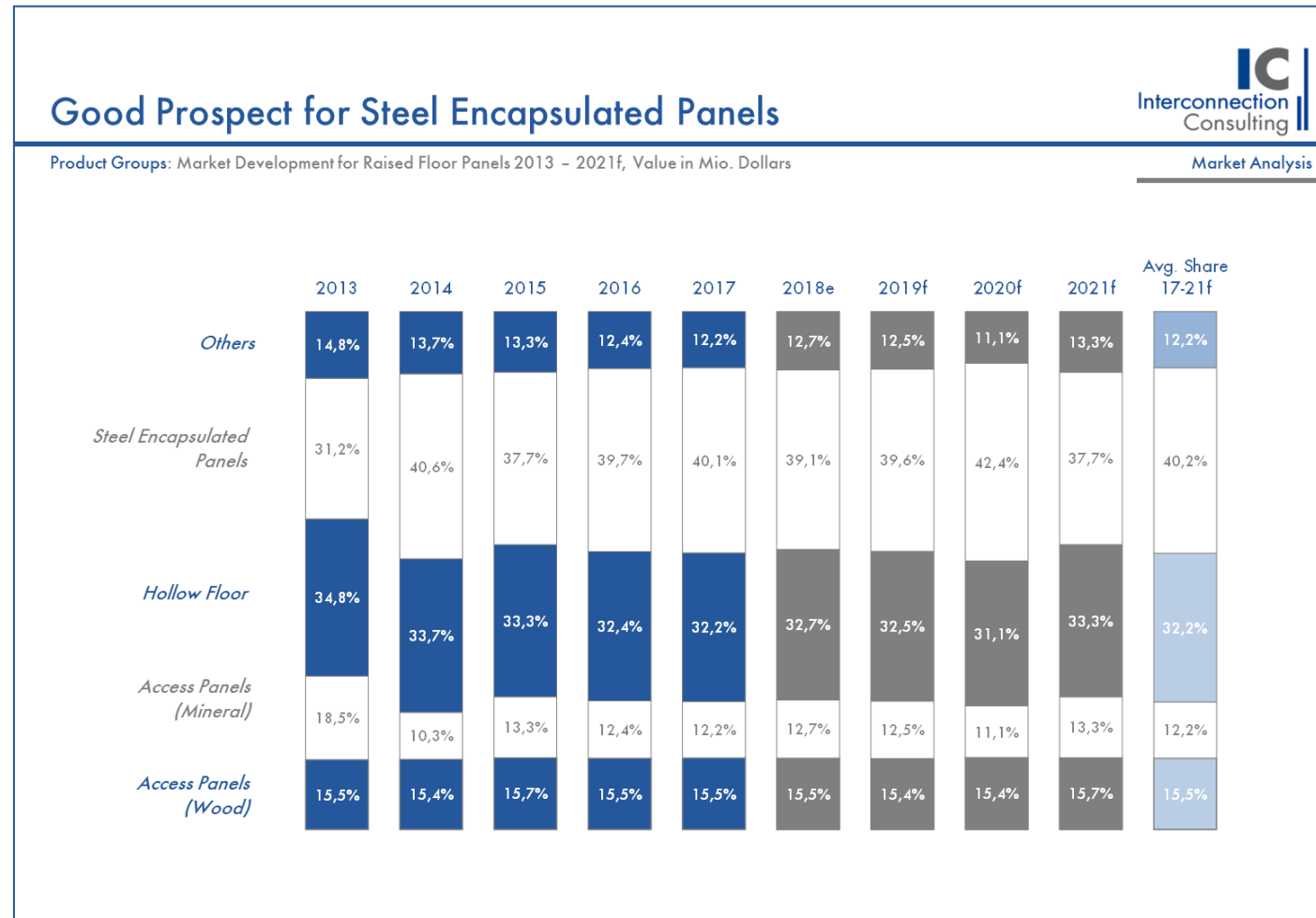
## Residential Construction Activity Accelerating Due to Increasing Housing Demand in Metropols

Building Forecast: Building Completions VS. Building Permits 2012 - 2020f in Dwellings, Annual Change in %



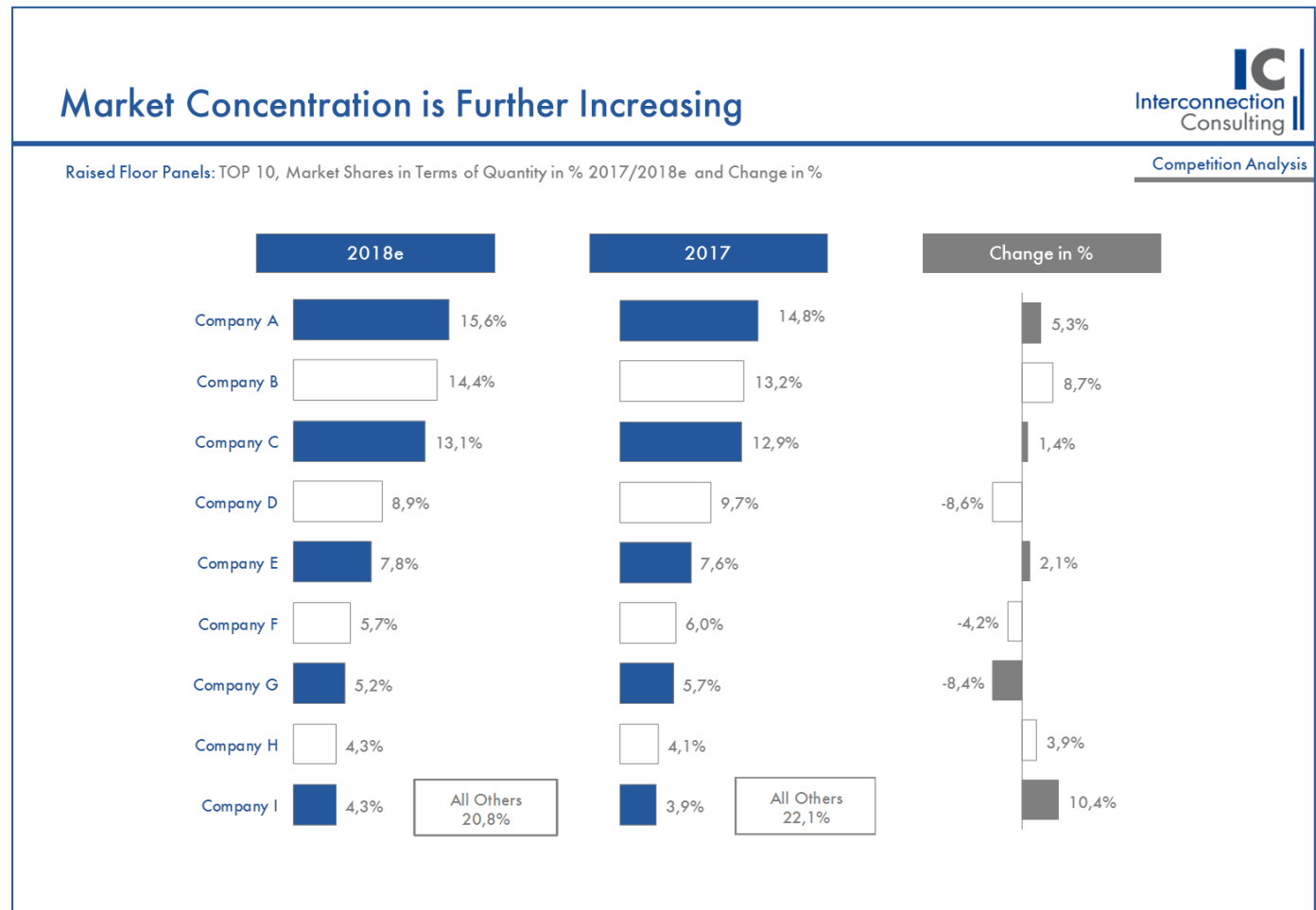
# Product Group Development

- Overview of the total market until the current year and forecast for the upcoming three years by sub segments.
- This chart shows dummy figures



# Competition Analysis and Market Shares

- *Market Shares of the Top 10 market leaders of the Floor Systems Market*
- *This chart shows dummy figures*



- Additionally to the visualised report a Pivot Table will be included
- With use of the analyse tool you can individually make selections of the available data to make comparisons of the development on years and segments by your own.
- Pivot tables are available for the competition analysis as well as for the total market and forecasts.

## How to use Pivot Tables

1. Generally, the desired sub-categories (i.e. Technology - A) can be selected with the ordinary drop down menus.

Technology	<b>A</b>
Distribution	(All)
Quarter	<b>4</b>
Quantity/Value	<b>Quantity</b>
Weight Classes	(All)
Country	<b>Germany</b>
Brand	(All)
∅ Price in € (Classes)	(All)

Sum - #	
Segments	Results
<b>Segment A</b>	18.592
<b>Segment B</b>	8.434
<b>Segment C</b>	5.310
<b>Segment D</b>	3.290
<b>Segment E</b>	1.332
<b>Total</b>	<b>36.958</b>

2. If you want to analyse a different category (i.e. Technology), click on the gray field and drag it down to the table.

Distribution	(All)
Quarter	<b>4</b>
Quantity/Value	<b>Quantity</b>
Weight Classes	(All)
Country	<b>Germany</b>
Brand	(All)
∅ Price in € (Classes)	(All)

Sum - #	Technology		
Segments	<b>A</b>	<b>B</b>	<b>C</b>
<b>Segment A</b>	3.290	5.452	7
<b>Segment B</b>	5.310	8.925	21
<b>Segment C</b>	8.434	10.794	
<b>Segment D</b>	18.592	14.624	13
<b>Segment E</b>	1.332	2.229	6
<b>Total</b>	<b>36.958</b>	<b>42.025</b>	<b>47</b>



## IC Market Tracking® 2018 Raised Floor Panels 2018

	Subscription*	Single Issue	Scale of Discounts from a buying price of	
Single Country Report	€ 2.950,-	+25% for Single Issues	€ 5.000	-5%
3 Country Reports of your Choice	€ 4.950,-		€ 7.500	-10%
<b>All 6 Country Reports</b>	€ 8.990,-		€ 10.000	-15%
			€ 15.000	-25%
<b>Available countries</b>	Germany	France	UK	Benelux
	Italy	Spain		

\* **Subscription:** 25% price advantage compared to single issue: Total - € 8.990. The subscription can be cancelled after two purchases of the study, but not later than 31st December in the year in which the last study has been received. If the subscription is not cancelled, it is extended by one more year. The price is the individual price for at least two orders of the study (order year and the following year). Price changes must be announced by Interconnection at least six weeks before 31st December.

\*\*Package Prices take the scale of discounts already into account.

Price includes an interactive PDF Document. All prices shown exclude sales tax.

# Interconnection Provides Data for Corporate Decisions



# Our Market-Intelligence Tools



If there are any questions please  
do not hesitate to contact us!

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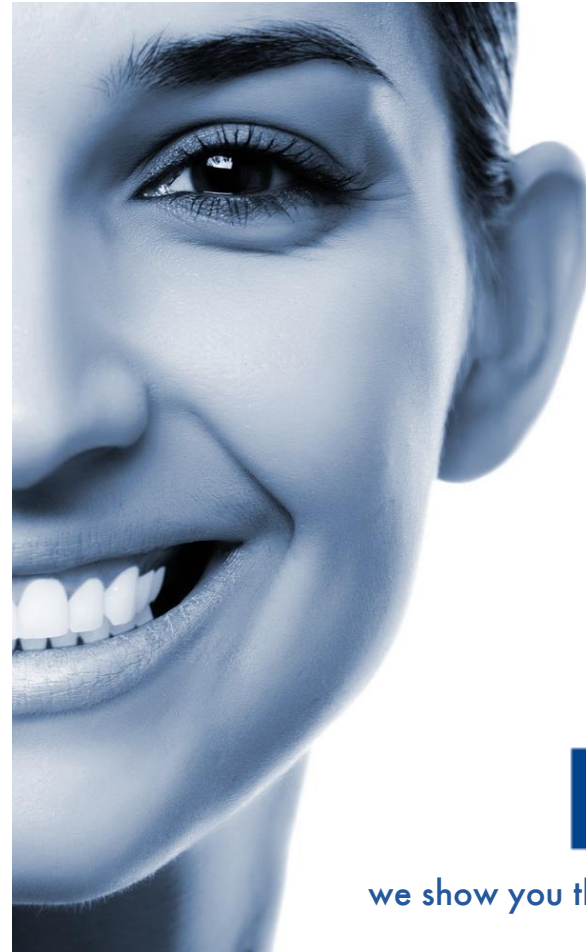
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we show you the way

# Factsheet: Raised Floor Panels in Europe 2018

## Included in the Report

- interactive PDF, Pivot Tables
- Pages (approx.) 75/ per Country
- Optional: Hard Cover

## Subscription Price

- per country: \$2.950
- All regions : \$8.990

Detailed Information about special offers, scale of discount as well as subscription prices are presented within the order form or the interactive price calculator.



## Options of ordering – Fax:+43 1 5854623 30

- Click „Buy Now“ on the website and make your order with the interactive price calculator.
- Print out your order form (at the end of the “Full Details” document and fill in your data.

## Content of the Market Report

### Structure of the Study

#### Language of the report

English, Spanish on Request

#### Introduction, Market Structure & Executive Summary

Definition and demarcation of product groups, regions and methodology; summary of study results

#### Market Drivers

Key economic factors influencing the market: consumer behaviour, main economic indicators etc.

Import & export statistics

#### Total Market Analysis

Total market development and forecasts for all market segments in quantity and value by regions, product groups, system types and distribution channels

#### Competition Analysis

Market development by value for each region and segment. Market shares of the top manufacturers for each region and for system for the last two years.

### Market Structure

#### Typology

Access Panels with wood core, Access Panels with mineral core, Hollow floor, Steel Encapsulated Panels, Others

#### Application Area

Office, Data Center/Technical Area, Healthcare/Laboratories, Education, Commercial Buildings, Other

#### Business Segment

New Construction, Renovation

### Methodology

#### Methodology and Data Sources

The market and competitive analysis is conducted through interviewing the most important manufacturers in the respective industry. All data are cross-checked for plausibility and evaluated by means of additional sources of information.

The market models and forecasts are based on economic indicator models, which are developed individually for each market. The influencing factors are analysed by means of multivariate regression analysis and updated each year.

The economic indicators and environmental data are a result of secondary research of prestigious statistical institutes and are supplemented by internal market analyses.

## Yes, we would like to order the IC Market Tracking® Raised Floor Panels in Europe

(Please, print out the order form and mark your desired products)

Please choose from the available countries:

- |                                  |                                  |                                 |
|----------------------------------|----------------------------------|---------------------------------|
| <input type="checkbox"/> Germany | <input type="checkbox"/> Benelux | <input type="checkbox"/> Spain  |
| <input type="checkbox"/> UK      | <input type="checkbox"/> Italy   | <input type="checkbox"/> France |

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 Dr. Stefano Armandi - armandi@interconnectionconsulting.com - Tel.: +43 1 585 46 23 - 54

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