

# News Release

Opticom International Research



## ***Reseller brands stand still in Opticom's office paper ranking***

**Stockholm, Sweden, January 21, 2014 – Opticom International Research now presents the results of the 11<sup>th</sup> edition of the "Brand Equity Tracking Survey - Office Paper". This industry standard benchmark survey for office paper brands has been conducted among 2 100 professional end-users across 7 countries in Europe. The countries covered are Germany, France, the United Kingdom, Italy, Spain, the Netherlands and Sweden.**

The top European office paper brands according to the Opticom Brand Equity Index are:

Rank 2013	Vs. 2011*	Brand	Brand owner
1	→	Xerox	Antalis
2	→	Navigator	grupo Portucel Soporcel
3	↗	HP	HP (manufactured and distributed exclusively by International Paper)
4	↘	Lyreco	Lyreco
5	↗	Discovery	grupo Portucel Soporcel
6	↘	Office Depot	Office Depot
7	↗ (Back)	Canon	Canon
8	↘	Plano	Papyrus
9	→	Staples	Staples
10	↘	Viking	Office Depot/Viking Direct

\* Compared with the ranking as presented in 2011. Please keep in mind that the geographical coverage was slightly different then and also included Belgium, Poland, and Switzerland.

Given its enormous strength when it comes to spontaneous awareness Xerox is still in the lead. Navigator reinforces its second place, whereas HP has taken over the third position from Lyreco. The brands in second and third place are close but have very different strengths; Navigator is evaluated in more countries and its strength lies in quality, while HP is still stronger on spontaneous awareness in bigger markets such as Germany and the UK.

Two brands have been evaluated by considerably more respondents in 2013 than in 2011: Lyreco and Canon. These brands have also qualified in more markets; Lyreco in Germany and Italy and thereby qualifying in all markets in 2013, and Canon in the Netherlands (due to the rebranding of Océ which traditionally has been strong in this market). The third brand that has improved its position is Discovery, being one of the leading brands in top-of-mind awareness.

While most of the rebranded reseller brands stand still or drop in the ranking, it is still clear that the majority of the brands in this top list are now corporate brands. Only three product brands make it to the European ranking: grupo Portucel Soporcel's Navigator and Discovery and Papyrus' Plano.

Although Lyreco, Office Depot and Plano each drop one place in the ranking, the only brand that shows a remarkable deterioration is Viking which has dropped from sixth to tenth place.

"Besides looking at brand equity, some of our clients indicated during the start of the project that they also wanted us to look at who the main brands are bought from," says Marijn van der Sluijs, Project Manager. "This has finally allowed us to map where the leading brands are bought and which brands the leading suppliers focus on, adding a whole new dimension to the information provided by the survey."

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### About Opticom's Brand Equity Index and the Office Paper Tracking Survey

**Opticom's Brand Equity Index model assesses the impact of individual office paper brands, benchmarks the leading brands against each other and evaluates the success of individual brand strategies over time through four indexed key drivers of brand equity: spontaneous awareness, top-of-mind, qualities & associations and loyalty.**

In order to improve the brand equity of their brands, brand owners should analyse the individual results for the different sub-indexes – both in comparison to the last survey as well as in relation to other brands – and determine where improvements can and need to be made. Is the channel strategy appropriate? Do the brands get enough support in their marketing efforts? Do the office paper buyers understand that the things our brands are good at are important? Is the perception of the brand's performance fair? Why have other brands with a similar positioning as ours been able to achieve more than our brand?

You can learn more by ordering the "Brand Equity Tracking Survey – Office Paper 2013". The survey is based on 2 100 interviews with professional end-users of office paper (in SOHO, SMEs and corporations) in 7 European countries (Germany, France, the United Kingdom, Italy, Spain, the Netherlands, and Sweden). The survey has an overall purpose to identify and track: Brand Awareness, Brand Performance, Brand Loyalty and Brand Equity measured through Opticom's Brand Equity Index (BEI).

In addition to issues directly related to brand equity, the 2013 edition of the survey also studies buying behaviour by looking at buying determinants and drivers for brand choice, relevant communication and purchasing channels, as well as how professional purchasers of office paper view environmental friendliness and which brands that are leading in that respect.

**By looking into who the main suppliers are of the main brands bought, the study also for the first time ever clearly maps the channels through which brands are bought as well as which are the main brands sold by the leading suppliers.**

**For more information, or ordering of the study, please contact Marijn van der Sluijs at:**

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**Opticom International Research** is a leading global consulting and research firm. Our mission is to help our customers improve their profits by transforming data and knowledge into strategic advice and concrete action plans. Since our foundation in 1987 we have undertaken hundreds of international projects across the world.

#### **Solutions that deliver true value and ROI**

We are passionate about understanding your key challenges and in finding solutions that deliver true value and ROI. Testimonials from our clients confirm that our engagement often results in considerable cost savings, increased sales and improved margins, in addition to better insights.

#### **Expertise across several industrial sectors**

We have broad as well as deep expertise across several industrial sectors and we regularly serve more than 100 leading global companies. Our first and foremost aim is to be regarded as a professional and trustworthy partner that offers good interaction and strong relationships with our clients. Our main areas of business are: Forest products, Health, Industrial goods and Consumer goods & services.

#### **First-class consulting support**

By combining Opticom's unparalleled capabilities in analyzing feedback from stakeholders in complex value chains, broad and deep industrial expertise and experienced consultants we can assure that clients are served with first-class consulting support. We offer a unique portfolio of consulting services with different scope and content but all focusing on creating value.

#### **Our truly multi-cultural global village**

Regardless of geographical scope of the project, we operate with our own organization of multi-cultural co-workers. One competitive edge lies in conducting all fieldwork with our in-house native speaking work force. In 2013 over 60 consultants with about 30 different nationalities were engaged in these projects. All researchers are recruited in Sweden and are stationed at our company headquarters in central Stockholm. As a matter of fact, with such an international workforce, operating from one location, Opticom is one of the most international companies in Sweden. Around 75% of salaries paid by Opticom are to employees who are a foreign national – a truly multi-cultural global village.

#### **Some of our customers within the forest products industry:**

Antalis, April, Arctic Paper, ArjoWiggins, Burgo Group, CEPIFINE, CEPIPRINT, Eka Chemicals, Grupo Portucel Soporcel, Holmen Paper, Hewlett Packard, Iggesund Paperboard, International Paper, Korsnäs, Lecta Group, MeadWestvaco, Metsä Board, Mondi, Munksjö, Norske Skog, Office Depot, PaperlinX, Papyrus, Sappi, SCA, Setra Group, Steinbeis Temming Papier, Södra, Stora Enso, Tetra Pak, UPM