

Partial List of Clients – 2001-2008

- Air Products and Chemicals
- AMETEK – Hunter Spring, National Controls
- ARCO Chemical
- Asahi Glass, AGC Chemicals Americas
- ATOFINA Chemicals
- Aventis Behring North America, Worldwide
- Bayer
- Chromatics
- Elf Atochem
- Foamex
- Hercules
- Hitachi Metals America
- ILC Dover
- Klockner/Pentaplast, Witt Plastics Division
- Lyondell Chemical
- National Starch and Chemical
- Siemens
- T-Global Specialty Chemicals
- Towers Perrin
- VPI Mirrex
- Through Towers Perrin
 - Pfizer
 - Wyeth-Ayerst
- Through VPI Mirrex
 - Honeywell



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**Opening New Market
Opportunities for You**

**Judge Our Company
by the Clients
We Keep**



**Here are
some of our
projects and
our clients**



A Commitment to Excellence

John P. Williams & Company, Inc.

Success

Count on It

Since 1969

John P. Williams & Company, Inc.

Projects by JPW&Co

Since 1969, John P. Williams and Company, Inc. has performed hundreds of market research and sales development projects for major companies in the U.S., Europe, South America, and Asia. This brochure presents a small sampling of those projects and a list of our recent clients for your review. Please check them out. Chances are you will find a project similar to one you may be considering for your sales and marketing efforts.

Hundreds of projects, but always the same benefits...

- In-depth market investigation
- Finding new sales opportunities with real potential
- Prioritized to help focus and direct follow-up efforts
- Usually faster and less costly than working in-house
- Accurate data for sales and market planning
- Closing the loop – thorough follow-up of all new sales opportunities
- Measurable results

Some of our projects in various industries include:

Chemicals

- Identify prospects and build sales opportunities for specialty adhesives among insulation manufacturers
- Identify and interview specifiers of foam at OEM's and Tier 1 and 2 automotive seating suppliers to determine their attitudes and trends for foam seating in auto industry
- Identify and interview key contacts on attitudes, interest in PVC film for thermoformed packaging and protection of electronic components
- Identify attitudes of colorants customers on supplier's service, product quality and pricing

Films

- Determine interest of greenhouse growers in blown PVDF film for greenhouse roofing

Market Research and Sales Development

- Research medical and sports clothing industries to develop new sales for client's breathable film
- Identify and interview key contacts on attitudes and interest in PVC film for thermoformed packaging to protect electronic components

Food, Flavors, and Beverage

- Work with manufacturers of snack foods, flavors, and beverages to persuade them to use modified starch in their processes instead of gum arabic
- Introduce new concept in cryogenic freezing technology and develop group of processors interested in beta trials

Furniture and Bedding

- Introduce new polyol-based foam material to luxury pillow and mattress manufacturers to move them from latex constructions to client's product. Build new sales and establish on-going sales database

Instrumentation

- Research how various wafer fabrication plants monitor the quality of their bulk atmospheric gases to build sales for moisture analyzers
- Research use of analyzers for moisture, hydrogen sulfide, and hydrocarbon dew point in the natural gas industry. Market instrumentation to monitor moisture contamination and maintain quality in high purity bulk atmospheric gases

Medical and Pharmaceutical

- Study attitudes of 1100 pharma reps about client's support of their sales activities
- Determine attitudes of medical patients on how well their treatment options suit them in subject disease and publish results in leading peer journal

Helping Clients Find New Business

Metal Working

- Determine need among domestic producers of aluminum rolls for delivery of new rollers to help client evaluate need for new US roller manufacturing plant
- Identify and survey key casting managers and purchasing influences at major aluminum die cast operations and introduce client's advanced materials to these individuals

Specialized Equipment

- Introduce new mixer to biotech companies and determine viability of product among potential users and specifiers
- Develop new sales opportunities for manufacturer of discrete electronic controls among OEM's manufacturing pumps, boilers, welding equipment, freezers, and air conditioning
- Develop new sales opportunities for constant force springs among medical device and aircraft equipment manufacturers
- Introduce benefit of new lower cost powder containment system to food, pharmaceutical, and nutraceutical companies

