

## 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



## John P. Williams & Company, Inc.

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### For More Information

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**Do You Want to Know  
What Your Prospects and  
Customers Are Thinking?**

**Finding Out Is One of  
Our Special Services**



A Commitment to Excellence

John P. Williams & Company, Inc.

Success

Count on It

Since 1969

## John P. Williams & Company, Inc.

### Who We Are

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Since 1969, John P. Williams & Company, Inc. has been successfully working with our clients to identify and survey their customers, prospects, competitors, and employees.

We have conducted hundreds of surveys for various industry segments including:

- Automotive
- Chemical Components and Additives
- Films
- Food, Flavors, and Beverage
- Instrumentation and Process Control
- Medical and Healthcare
- Metal Working
- Pharmaceuticals and Biotechnology
- Other manufacturing, sales, and distribution

### How We Survey Customers and Prospects

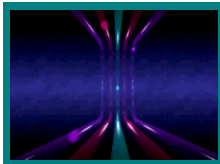
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- Mail
- Telephone
- Internet
- In-person

### Who We Survey

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- New contacts in unfamiliar markets
- Unfamiliar contacts in existing markets
- Existing customers
- Vendors
- Employees
- Competitors

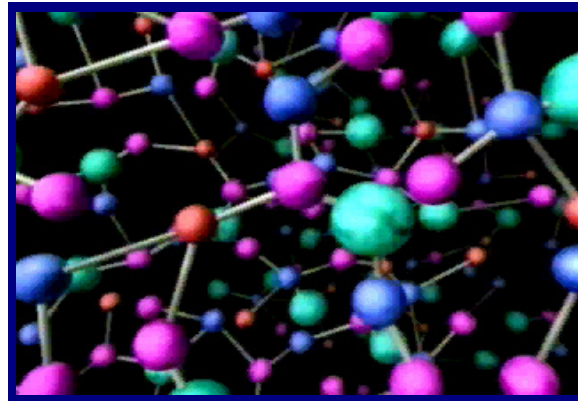


## Surveying Attitudes and Opinions

### What We Do

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- Research new markets
- Identify target companies
- Identify key contacts
- Build 100% verified prospect lists
- Survey contacts to determine needs/wants
- Prioritize sales opportunities, for follow-up
- Build database of market information
- Open on-going sales dialogues
- Report on leads and intelligence gathered
- Track progress of leads to "close the loop"



### Benefits of Using Us for This Specialized Work

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- Quick start-up based on industry experience
- Accurate intelligence on wants/needs
- Time and cost savings vs. working in-house
- Valuable data for market planning

## For Your Competitive Edge

### Some of Our Survey Projects

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- **Antifreeze** – Survey interest of automotive product retailers in low toxicity antifreeze to determine whether manufacturer should continue product
- **Automotive seating** – Identify and interview specifiers of foam at OEM's and Tier 1 and 2 seating suppliers to determine attitudes and trends for foam seating in auto industry
- **Biotechnology** – Determine interest among biotech firms in a new mixing technology that eliminates mixer cleaning and sanitizing and improves mixing efficiency
- **Chemicals** – Survey producers of coatings, adhesives, elastomers, and rigid foam to test new drying additive for Stage 1 approval
- **Engineered resins** – Identify companies and contacts in high-purity chemicals industry, survey, develop sales leads, qualify responses
- **Films** – Identify and interview key specifying contacts on interest in electrostatic dissipative PVC film for thermoformed packaging and protection of electronic components
- **Food ingredients** – Survey food, flavors, and beverage manufacturers to persuade them to switch from gum arabic to starch products
- **Fuel cells** – Survey fuel cell R&D companies on viability of PVDF for proton exchange membranes
- **Instrumentation controls** – explore interest in discrete controls among OEM's that manufacture boilers, compressors, pumps, and refrigeration and welding equipment