

Pathfinder's exclusive research & marketing service will increase sales and boost your profits.

With one document, Pathfinder provides an independent benchmark for sales forces and marketers throughout Canada's electrical industry.

Client List

- > Advance Cable Ties
- > Carlon
- > Coleman Cable
- > EGS - Electrical Construction Material Division
- > Fluke - Canada
- > Heavy Power - Canada
- > Hirschmann Electronics, Inc.
- > Hubbell Wiring Systems
- > Ideal Industries, Inc.
- > Marinco Specialty Products
- > Miracle Press
- > Molex
- > Nemra - National Electrical Manufacturer Representative Association
- > SapiSelco - Italy
- > Southwire - Canada
- > T&B - Thomas and Betts
- > WCSI - Washington Cable Supply Inc.
- > Wieland - Canada

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How do we do this?

Pathfinder research quantifies the market opportunities on which you can capitalize and target new customers.

Created by IPGROUP INTERNATIONAL, staffed by Industrial Profit Specialists, this unique market research tool helps your team turn possibility into quantifiable opportunity. A compendium of critical information for the electrical marketer.

INDUSTRY DESCRIPTION	NAICS CODE	NATIONAL SHIPMENTS	BRITISH COLUMBIA	ALBERTA	SASKATCHEWAN
Forestry	08	\$123,333	\$123,333	\$123,333	\$123,333
Metal Mining	10	\$123,333	\$123,333	\$123,333	\$123,333
Coal Mining	11	\$123,333	\$123,333	\$123,333	\$123,333
Oil & Gas	13	\$123,333	\$123,333	\$123,333	\$123,333

Expand your market reach

Pathfinder segments Canada's electrical marketplace by all channels to market by dollar and by region. Evaluate the opportunity for your business via the electrical distribution channel, Catalog Houses, non-aligned distributors, retail, HVAC and specialized distributors, including wire, control lighting and utility houses.

Focus your business development on key segments

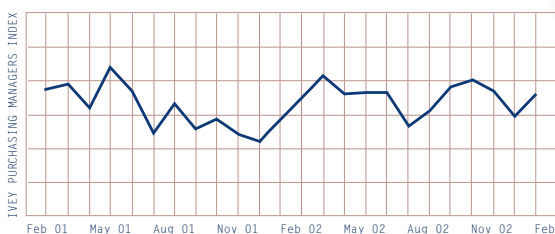
Pathfinder provides analyses of shipments, dollar size and growth trends across key market segments in the Canadian economy for all regions.

- Evaluate the opportunity for your business in the Automotive, Forestry, Petrochemical, Mining, Oil and Gas, and Manufacturing sectors and much more.
- Measure your business growth against sector growth trends dating from 1997.
- Combined with your company order data input, IP Group can establish an econometric model for forecasting future growth.

Identify new opportunities

Pathfinder provides economic indices for an extensive range of economic indicators based on your regional specifications. Regional performance goals can be tracked against housing starts or employment rates.

- Track plant construction and utilization trends, purchasing manager indices and machine tool orders to further refine objectives.
- Target market segmentation is possible via identification by SIC or NAICS codes, by company size and regional location.



Track your performance

Data provided for 45 product sales trends on a regional basis will effectively supplement your sales information and enable you to better track market growth.

Pathfinder also follows end user purchase trends and analyzes this data by channels, region and product.

Achieve your goals

Pathfinder will provide you and your sales team with customized market research tools. Using Pathfinder information in conjunction with your order entry data will refine your forecasting of growth and profits. Your sales information will correlate directly with industry trends and economic performance indicators to expand your market reach, focus your business development efforts and identify new opportunities.