

## PANTONE Formula Scale 2008 User Questionnaire Results

### 1) What were your reasons for purchasing the PANTONE Formula Scale ?

**47%** Colour Accuracy    **20%** Saving Ink    **20%** Convenience    **13%** Time Saving

### 2) How Satisfied are you that the PANTONE Formula Scale has achieved those aims?

**58%** Very Satisfied    **42%** Satisfied    - So So    - Disappointed

### 3) Please rank the PANTONE Formula Scales for the following:

	Excellent	Good	OK	Poor
Ease Of Use	<b>50%</b>	<b>50%</b>	-	-
Product Quality	<b>58%</b>	<b>42%</b>	-	-
Value for Money	<b>8%</b>	<b>58%</b>	<b>33%</b>	-
User Satisfaction	<b>42%</b>	<b>58%</b>	-	-

### 4) Have you seen any of the following benefits from using the PANTONE Formula Scale:

	Significant	Some	None	Worse
Ink Saving	<b>9%</b>	<b>82%</b>	<b>9%</b>	-
Time Saving	<b>50%</b>	<b>50%</b>	-	-
Reduced "Make Ready" Time	<b>8%</b>	<b>83%</b>	<b>8%</b>	-
Colour Quality Improvement	<b>36%</b>	<b>55%</b>	<b>9%</b>	-
Reduced Waste Costs	<b>17%</b>	<b>75%</b>	<b>8%</b>	-
Reduced Job Reworking	<b>8%</b>	<b>83%</b>	<b>8%</b>	-

### 5) Before you had the PANTONE Formula Scales, How did you obtain PANTONE Colours?

<b>38%</b> Bought In	Average Saving	£ 26.00	per week
<b>31%</b> Mixed By Eye	Average Saving	113 mins	per week
<b>25%</b> Weigh Only Scale	Average Saving	105 mins	per week
<b>6%</b> Older PANTONE Formula Scale			

### 6) How Many PANTONE Mixes do you do per week?    10    mixes/week (average)

### 8) Overall, how would you rate your investment in the PANTONE Formula Scales?

"Necessary", "Excellent", "A Very Good Investment", "Will undoubtedly last a long time – our old set lasted 20 years".

**PANTONE Formula Scales are developed and manufactured in the UK by Cherlyn Electronics Ltd.**

**Every day, thousands of printers around the world rely on Cherlyn products for accurate colour.**