

Informing

MANUFACTURING

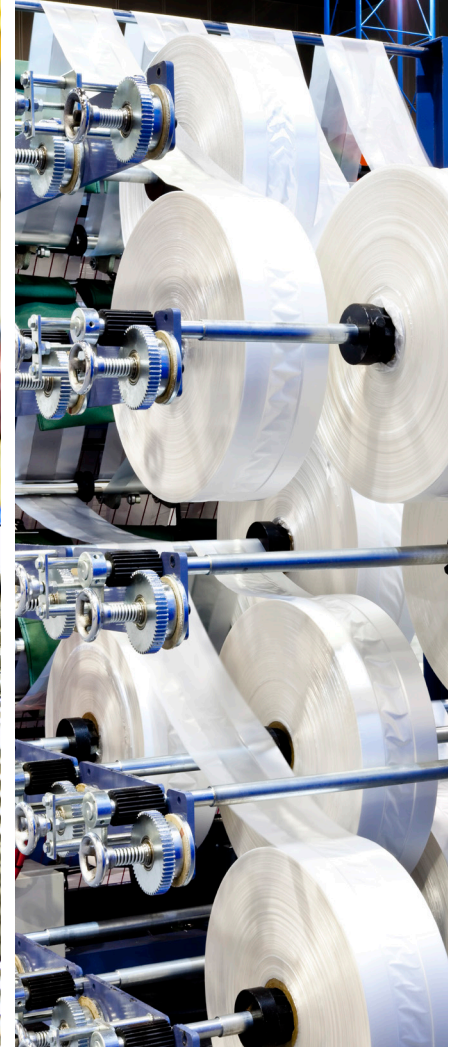


gardnerintelligence.com

We Provide Actionable

INSIGHTS

FOR YOUR BUSINESS



Gain actionable insights grounded in market trends, competitive intelligence and manufacturers' behavior from Gardner Intelligence's ***access***, ***acumen*** and ***authority***.



EXTRAORDINARY

Access

We reach more than 338,000 manufacturing professionals, from the C-suite to the shop floor, in more than 100,000 facilities. Our scope of contacts ensures that we can find the right people to answer your questions.



AM ADDITIVE
MANUFACTURING

PRODUCTION
Machining

Modern
Machine
Shop

MoldMaking
TECHNOLOGY.

TECHSPEX

PF PRODUCTS
FINISHING

CW
CompositesWorld

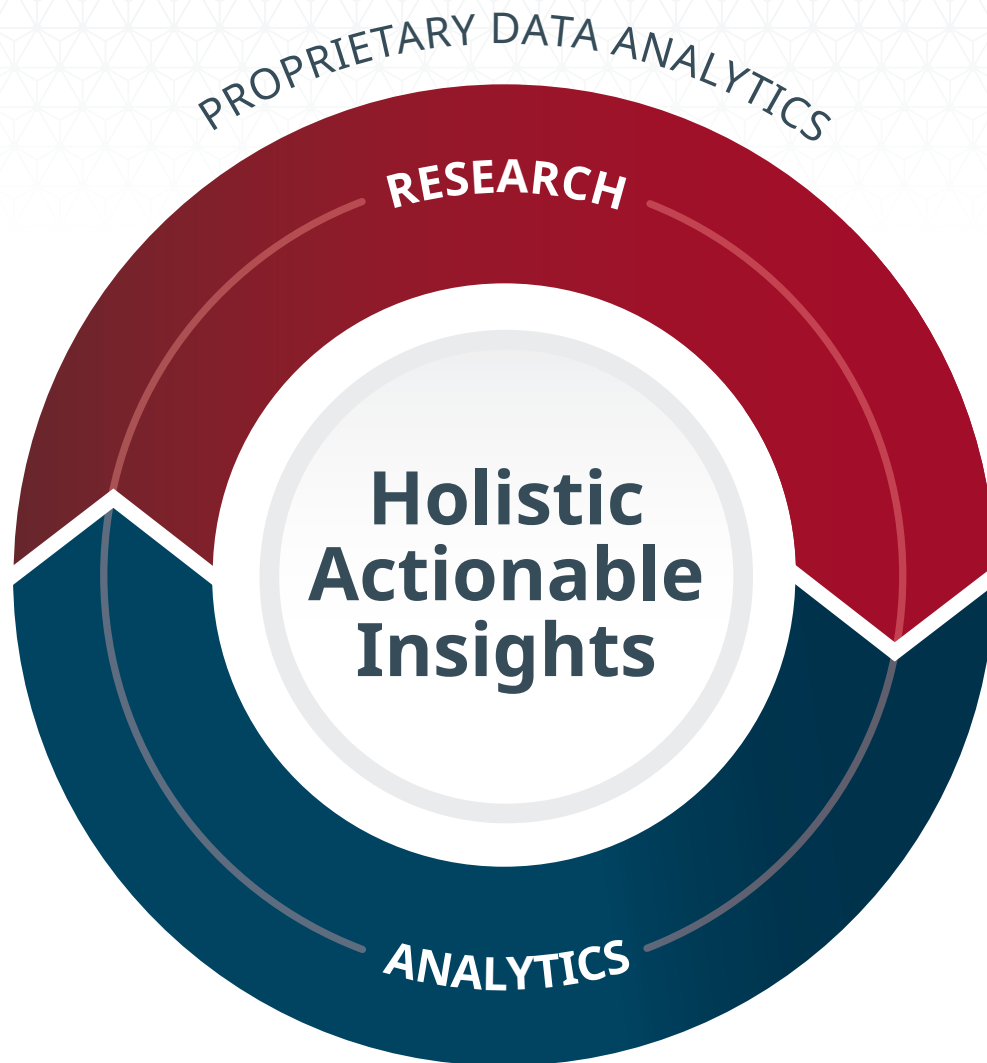
PT Plastics
Technology

VALVE

EXPERIENCED

Acumen

Our team of researchers and analysts leverages 90 years of subject matter expertise to keep pace with the evolving nature of manufacturing.



Drive your business with holistic insights revealed through Gardner Intelligence's unparalleled integration of timely **research** among relevant segments, in-depth knowledge of manufacturing and expert **analysis** of data — yours, ours, industry and economic.

EXPERT

Authority

Combining our *access* and *acumen*, we provide insights that you can trust to enhance your business.

ENGAGEMENT

Methodology

Gardner Intelligence applies industry best practices in *research* and *analytics* engagements, executed through six key stages:



“

The team came through at every stage of the project. They delivered on our needs and expectations where others were unwilling or not capable of doing so. I couldn't have asked for more in a research partner on this project.

Uday Yadati, Director of Corporate Strategy

HEWLETT PACKARD

RESEARCH

Gardner Intelligence offers you the opportunity to find out exactly what you want, from exactly who you want. We can survey based on industry, job level, plant size, geographic region and more.



What **messaging** is most effective among my prospects?



How does the market view my brand **versus the competition?**



What **benefits** maximize the potential of my new initiative?



How is my target **buying and using** the types of products I supply?

Keeping a Pulse on

MANUFACTURING

Gardner Intelligence has been developing and delivering market intelligence to industrial manufacturing for nearly 50 years. We offer a variety of ongoing resources to help you stay ahead of trends, giving you the edge for continued success.



Gardner Business Index

We survey more than 20,000 manufacturing facilities per month to create a diffusion index measuring month-to-month changes in activity in durable goods and discrete parts production.

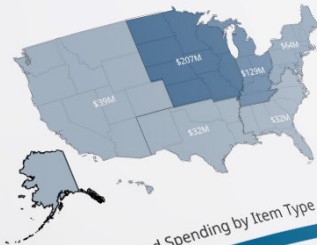
Tooling Drills

Projected spending in the US for 2024 is **\$503M**.

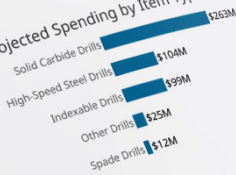
Drills Spending Trend



2024 Projected Spending by Region



2024 Projected Spending by Item Type



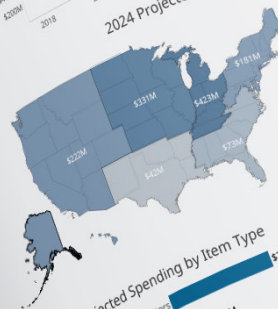
Tooling Milling Tools

Projected spending in the US for 2024 is **\$1,272M**.

Milling Tools Spending Trend

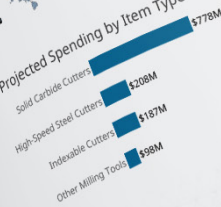


2024 Projected Spending by Region



| Region | Spending (\$M) | |
|--------------------|--|--------|
| North Central East | IN, KY, MI, OH, TN | \$423M |
| North Central West | IL, KS, MN, MO, ND, NE, SD, WI | \$331M |
| West | AK, AZ, CA, CO, HI, ID, MT, ND, OR, UT, WA, WY | \$222M |
| Northeast | CT, DE, MA, MD, ME, NH, NJ, NY, PA, RI, VT, WV | \$181M |
| Southeast | AL, DC, FL, GA, MS, NC, SC, VA | \$73M |
| South Central | AR, LA, NM, OK, TX | \$42M |

2024 Projected Spending by Item Type



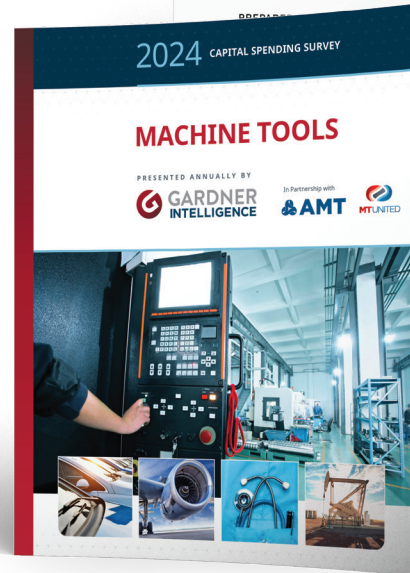
2024 Projected Spending by Plant Size



Industry REPORTS

We are constantly monitoring the manufacturing world. You can keep up to date on what's important with our proprietary reports and surveys:

- Capital Spending Survey
- Top Shops Reports
- World Machine Tool Survey
- Industrial Buying Influence Report



Get reliable information to make confident decisions. gardnerintelligence.com

TELL US YOUR

Business Challenges



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Get the information you need to stay competitive. ***Gardner Intelligence*** can help you tackle complex business questions using a combination of research and consulting to define the best strategy for growth.

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