OVERVIEW OF KEY STUDY FINDINGS FROM THE 2012 CSCNETWORK LINEN MARKET STUDY

1. Market penetration for rental cloth napkins has increased from 62% to 74% during the past eight years.

   Table 2-1

2. There has also been a substantial increase in the use of rental linen tablecloths from 25% in 2004 to 56% in 2012. This has been, primarily, a function of a decline in the use of wood-tops (i.e., from 46% to 25%).

   Table 2-5
   Table 2-7

3. Linen rental suppliers have been particularly effective in promoting a broad range of sources of "value delivered" for this service, as opposed to the historical dependence upon "no need to launder/wash products."

   Table 3-1

4. The primary opportunities to more aggressively promote the use of rental cloth napkins, based upon the aided evaluation criteria included in this study are "the image of your restaurant among customers" and "what your customers would prefer for napkins." This compares with limited opportunities to effectively promote linen rental services as an opportunity to reduce cost, minimize storage space for napkins and reduce staff time required for managing table napkins.

   Table 3-4 and Table 3-5

5. Customer satisfaction ratings are particularly high for linen rental suppliers (i.e., near the upper end of the typical range of 55% - 75% "very favorable," based upon, literally, thousands of similar business-to-business customer satisfaction assessments managed by Market Measurement).

   Table 4-1

6. By a narrow, though "significant," local/independent suppliers are characterized by a higher level of overall satisfaction, vs. the national chains.

   Table 4-2

7. Primarily as a function of comparatively lower satisfaction ratings for the national chains, the proportions of purchase decision-makers indicating that their linen supplier performs “above their expectations” is consistently lower in 2012 and “significantly” lower for six of the eight topics (i.e., quality of regular delivery person, completeness of delivery, variety of rental products available, product quality and clear/fair billing).

Table 4-7

8. In the aided evaluation of these eight key drivers of customer satisfaction, local/independent launderers were consistently rated higher than the national chains and for six of the eight evaluation criteria, the net differences is “statistically-significant” (i.e., responsiveness to problems/concerns, completeness of delivery, replacement policies, product quality and providing good value for the cost).

Table 4-8

9. Purchase decision-makers for linen rental services consistently, and overwhelmingly, perceive that a local/independent linen supplier would best serve their needs across all six evaluation criteria included in this research. This variance is most evident when considering timeliness of response to problems, quality of regular delivery personnel, service quality and having billing policies considered to be fair.

Table 5-1

10. The margins of preference for local/independent linen suppliers have increased “across-the-board” for these six evaluation criteria during the past 8 years and the net differences are “statistically-significant” for “having billing policies you consider to be fair” and “value for the cost.”

Table 5-2

11. Even among those who are currently served by a national chain, there is an overwhelming perception that a local/independent linen supplier would best serve their needs.

Table 5-3

12. Although not as prevalent as in 2004, a relatively high proportion of those currently served by a local/independent are not accurately aware of this fact (44%), thus representing a meaningful untapped opportunity to better capitalize upon the favorable image attributes noted earlier.

Table 5-6

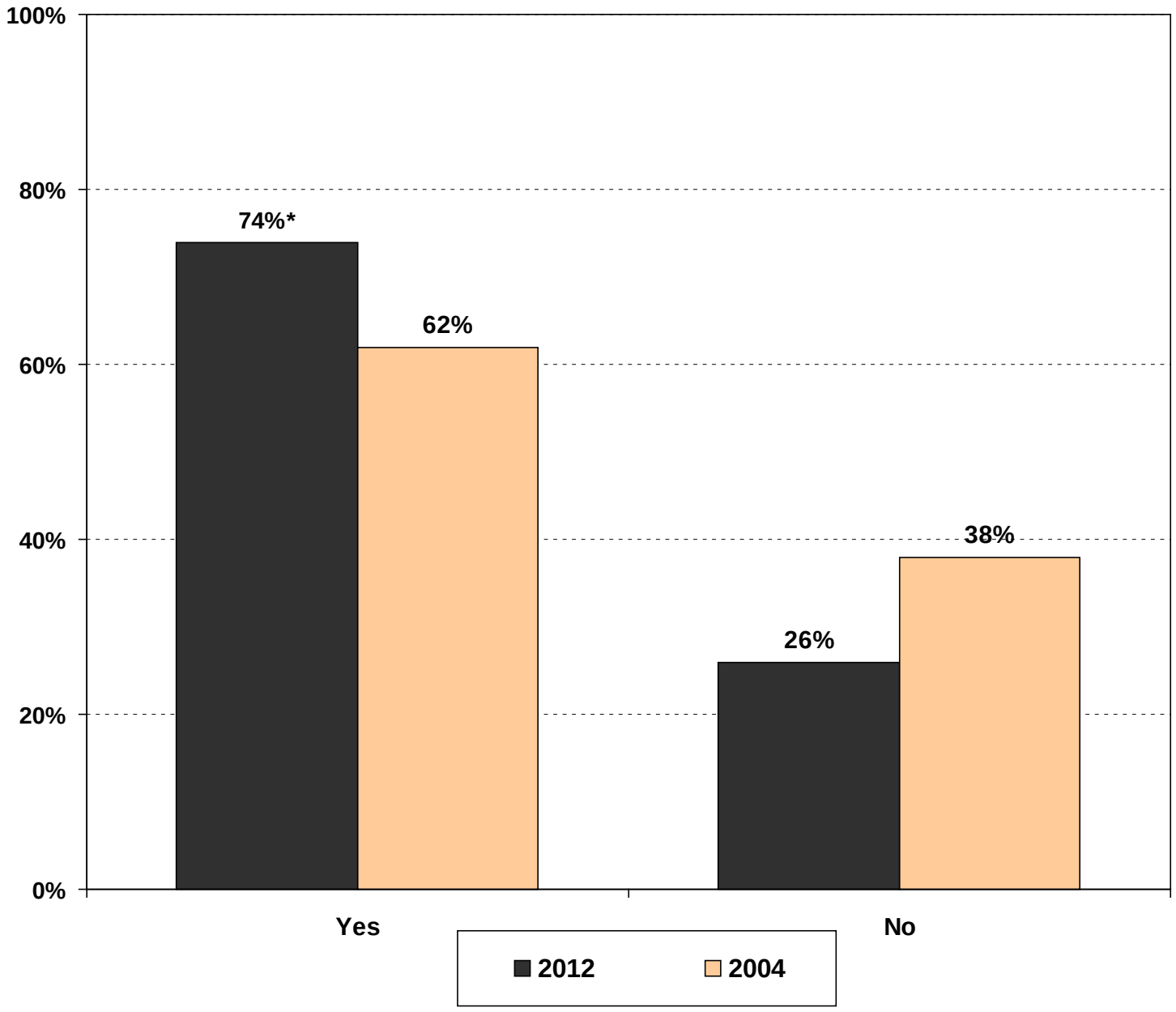
APPENDIX – STATISTICAL TABLES
[NOTE: Table numbering reflects locations within the written analysis report for future cross-referencing]

B. Statistical Tables

Q. 1

TABLE 2-1

PERCENT THAT RENT CLOTH TABLE NAPKINS
(Total Sample)



**** Statistically-significant net change 2004 - 2012***

Q. 7

TABLE 2-5

USE RENTAL LINEN TABLECLOTHS
(Total Sample)

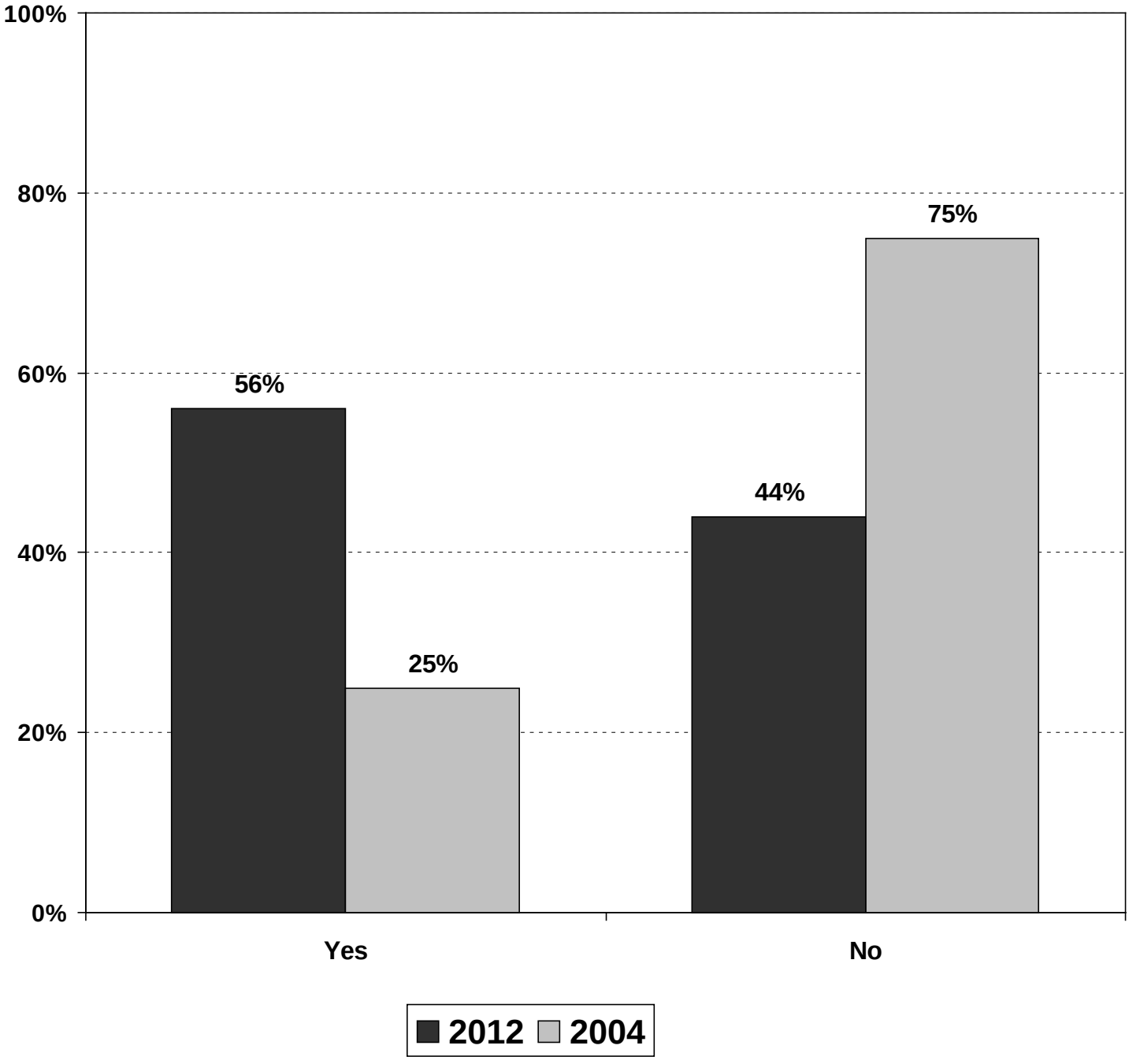


TABLE 2-7

CURRENTLY USING FOR TABLE TOPS
(Total Sample)

8. What do you currently use for your table tops?

	TOTAL 2012	TOTAL 2004
Rent linen tablecloths	56%	25%
NET: NOTHING	**32%**	**57%**
Nothing/Wood tops	25%	46%
Nothing/Formica tops	8%	10%
Nothing/Glass tops	1%	1%
Non-rented linen tablecloths	3%	6%
Paper tablecloths	1%	5%
Vinyl tablecloths	-	6%
Plastic tablecloths	-	2%
Other	8%	1%
BASE = THOSE WHO RENT CLOTH TABLE NAPKINS OR LINEN PRODUCTS	**200**	**255**

Yellow/light grey = significant difference, vs. orange/dark grey

TABLE 3-1

PRIMARY BENEFITS OF RENTING LINEN PRODUCTS YOU USE AT YOUR RESTAURANT

9. What are the primary benefits of RENTING the linen products you use at your restaurant?

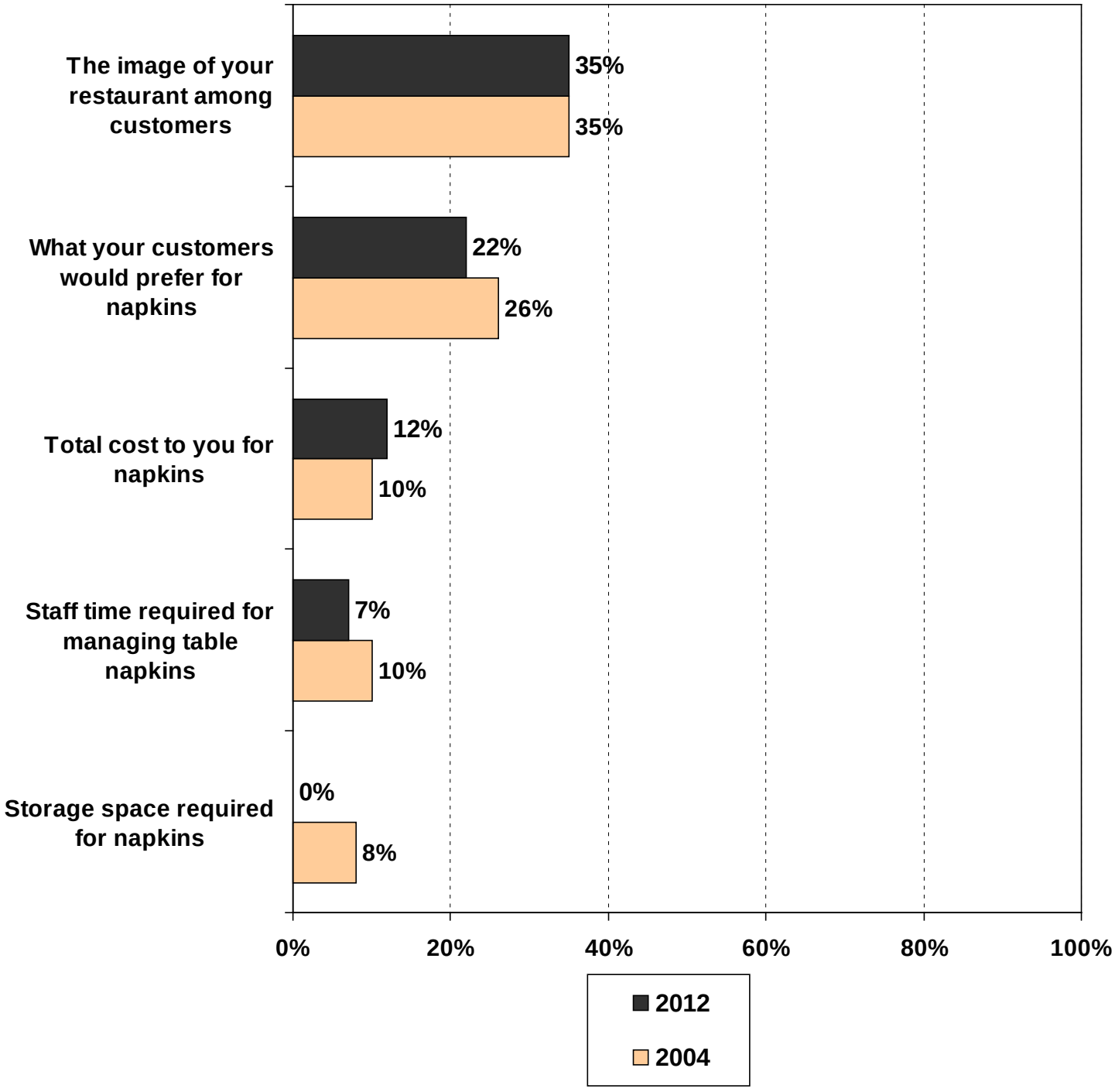
	TOTAL 2012	TOTAL 2004
No need to launder/wash products	56%	76%
Laundry service does pick-up and delivery	32%	15%
We get fresh linens every week	28%	6%
Cleanliness	28%	8%
Saves time on labor	18%	6%
Laundry service replaces damaged/worn out items	15%	9%
NET: ON-TIME	**13%**	**3%**
On-time delivery	12%	3%
On-time pick-up	11%	-
Lower cost	6%	10%
More space available/No need to store products	6%	3%
More Convenient/Convenience	3%	10%
Other	11%	4%
None/No benefits (VOL).	4%	3%
Base = Those Who Rent Cloth Table Napkins or Linen Products	**195**	**96**

Yellow/light grey = significant difference, vs. orange/dark grey

Q. 6

TABLE 3-4

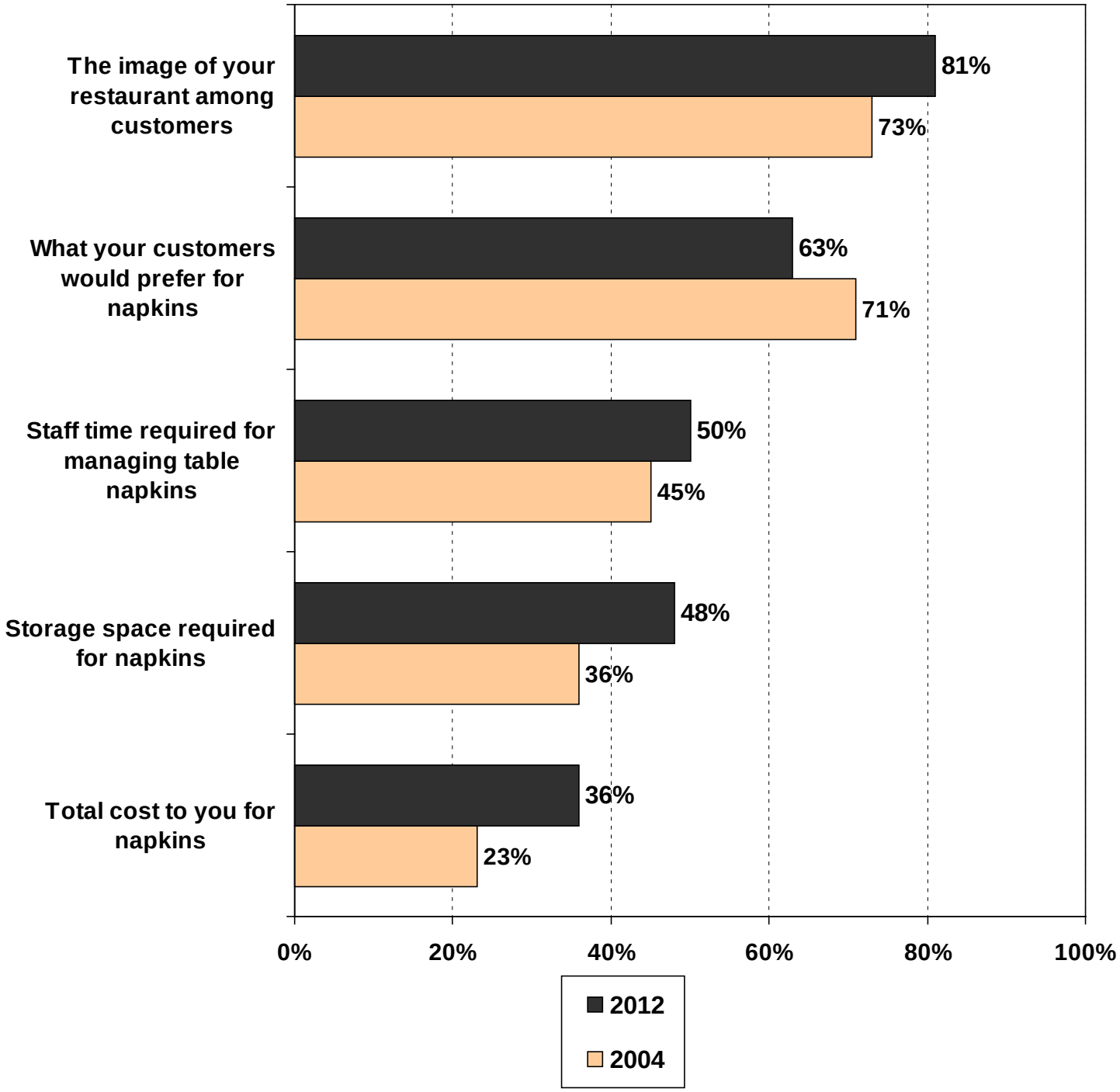
PERCEIVE CLOTH RENTAL NAPKINS WOULD BE "BETTER" THAN WHAT THEY USE NOW
(Among Non-Users)



Q. 6

TABLE 3-5

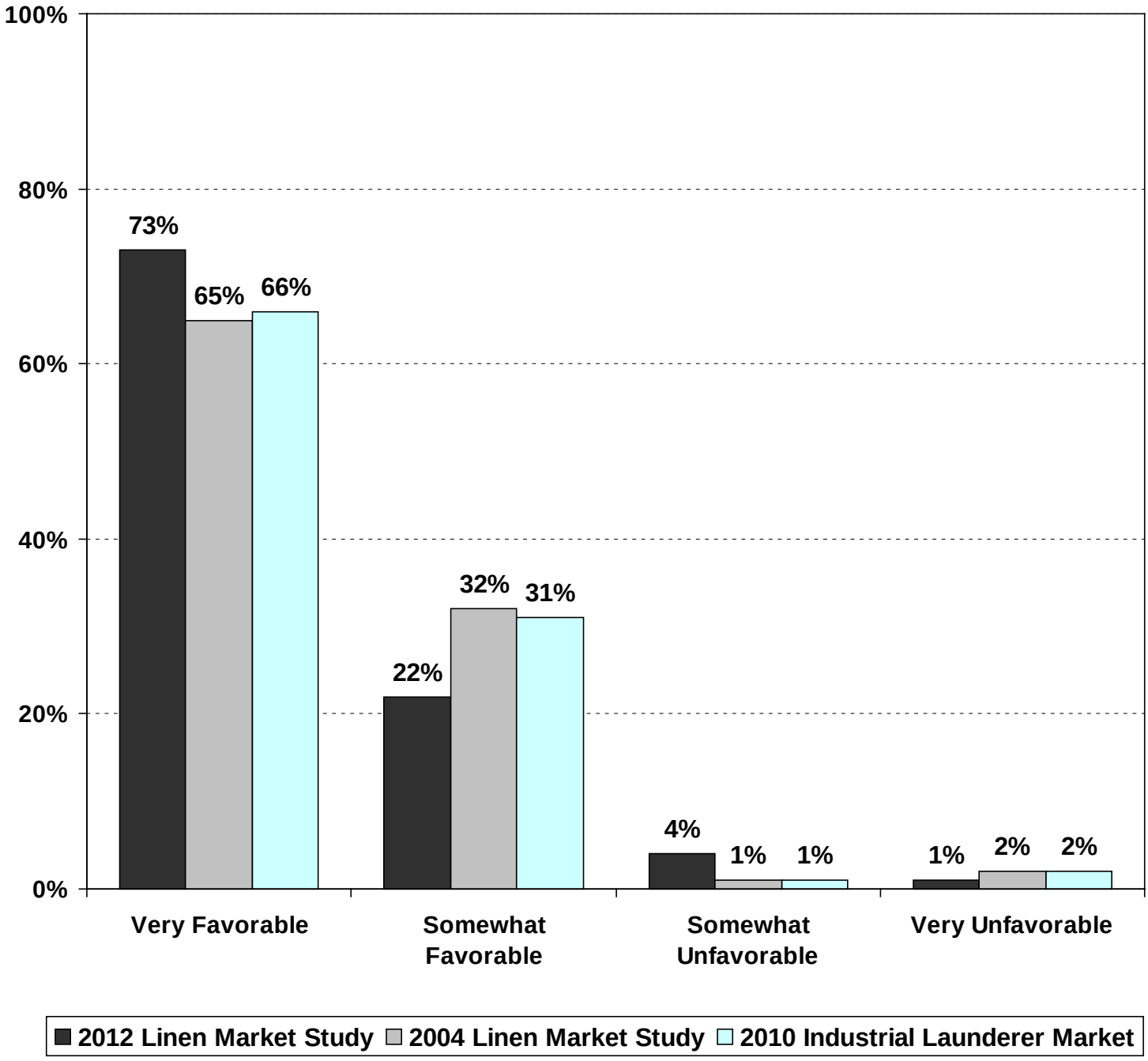
PERCEIVE CLOTH RENTAL NAPKINS ARE "BETTER" OR "ABOUT THE SAME" AS WHAT THEY USE NOW



Q. 10

TABLE 4-1

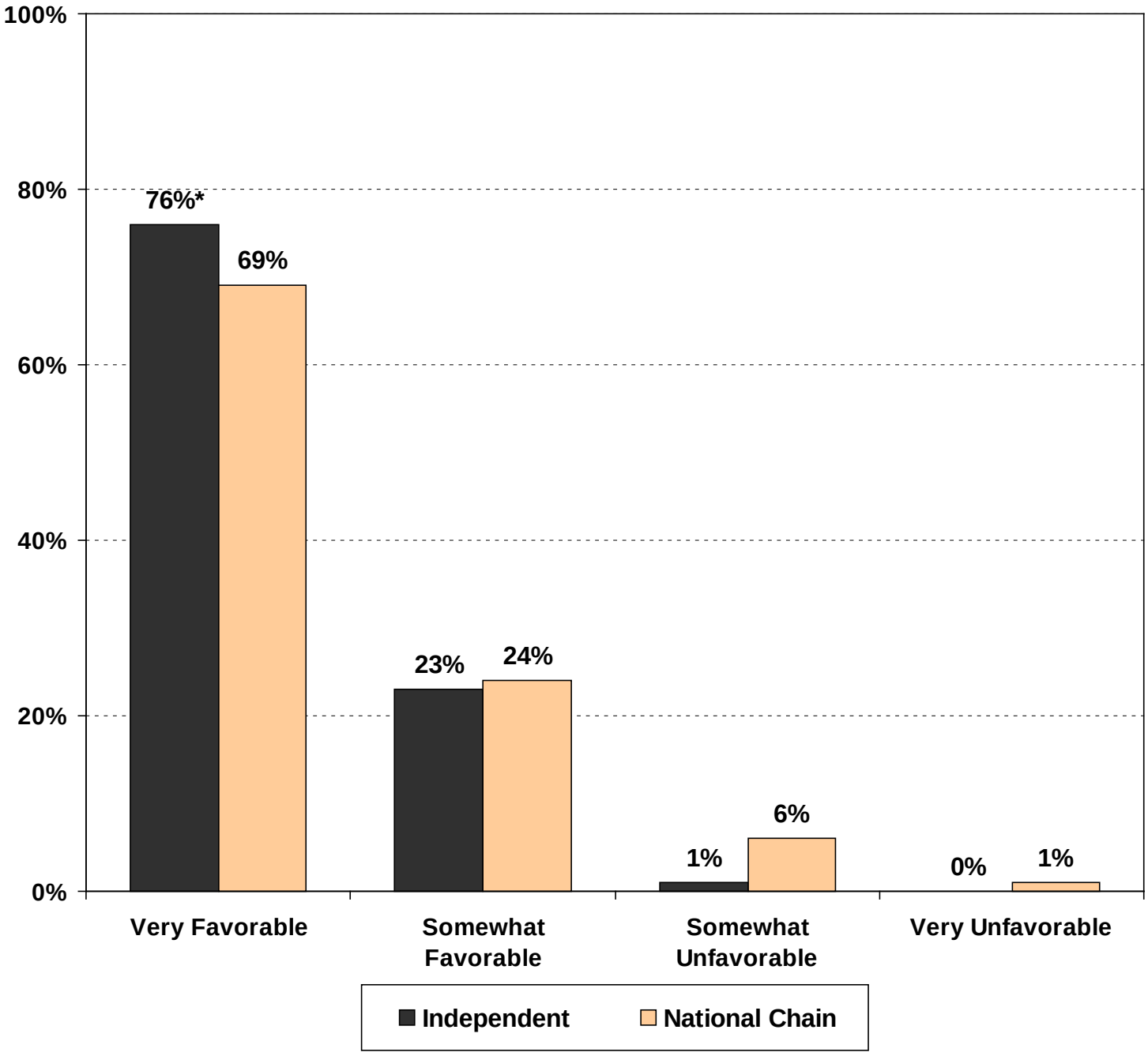
OVERALL ATTITUDE TOWARD RENTAL LINEN PRODUCT SUPPLIER
(Use Rental Linen Products = 188)



Q. 10

TABLE 4-2

OVERALL ATTITUDE TOWARD SUPPLIER

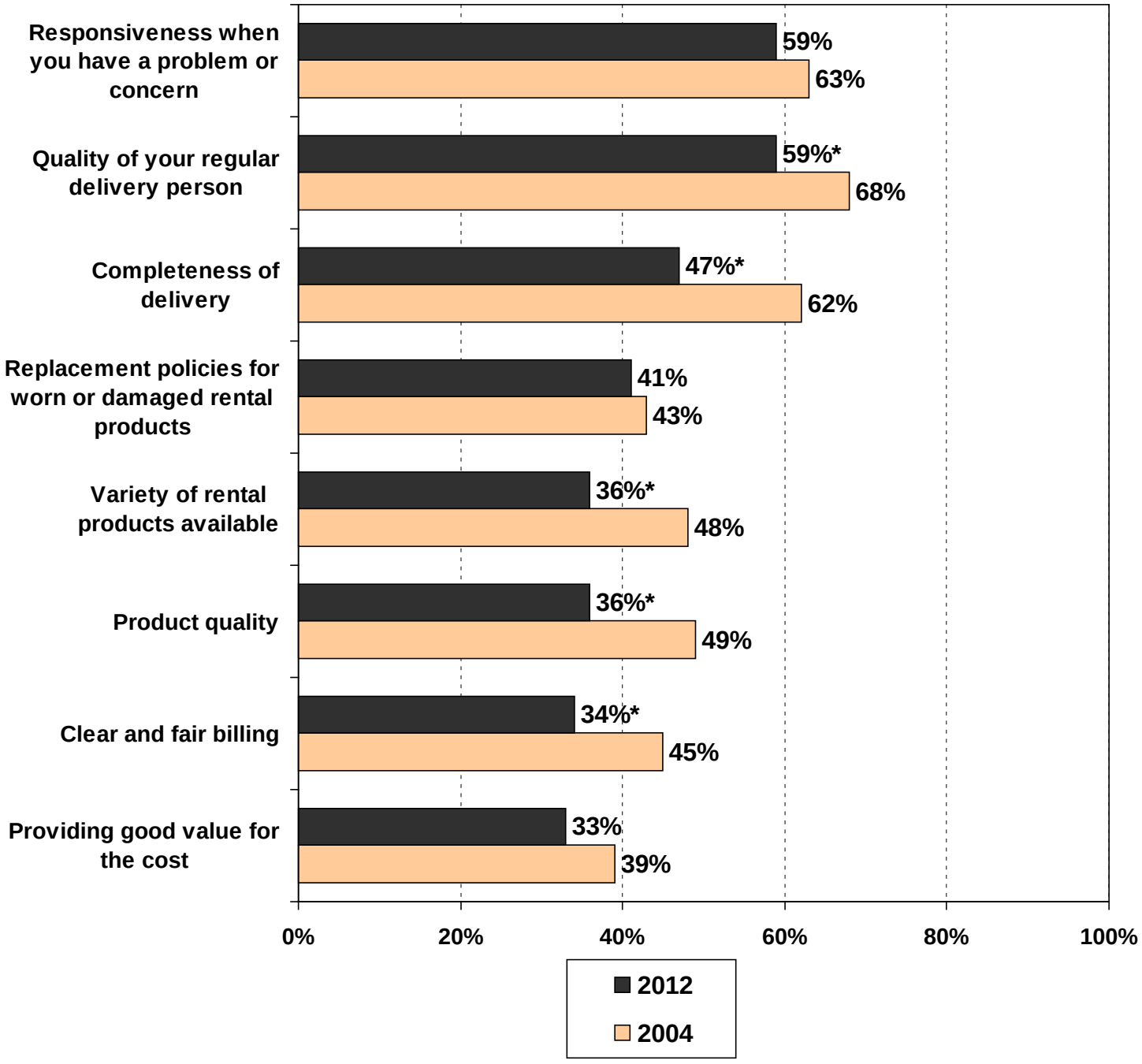


**** "Significant" difference***

Q. 13

TABLE 4-7

LINEN SUPPLIER PERFORMS "ABOVE EXPECTATIONS"

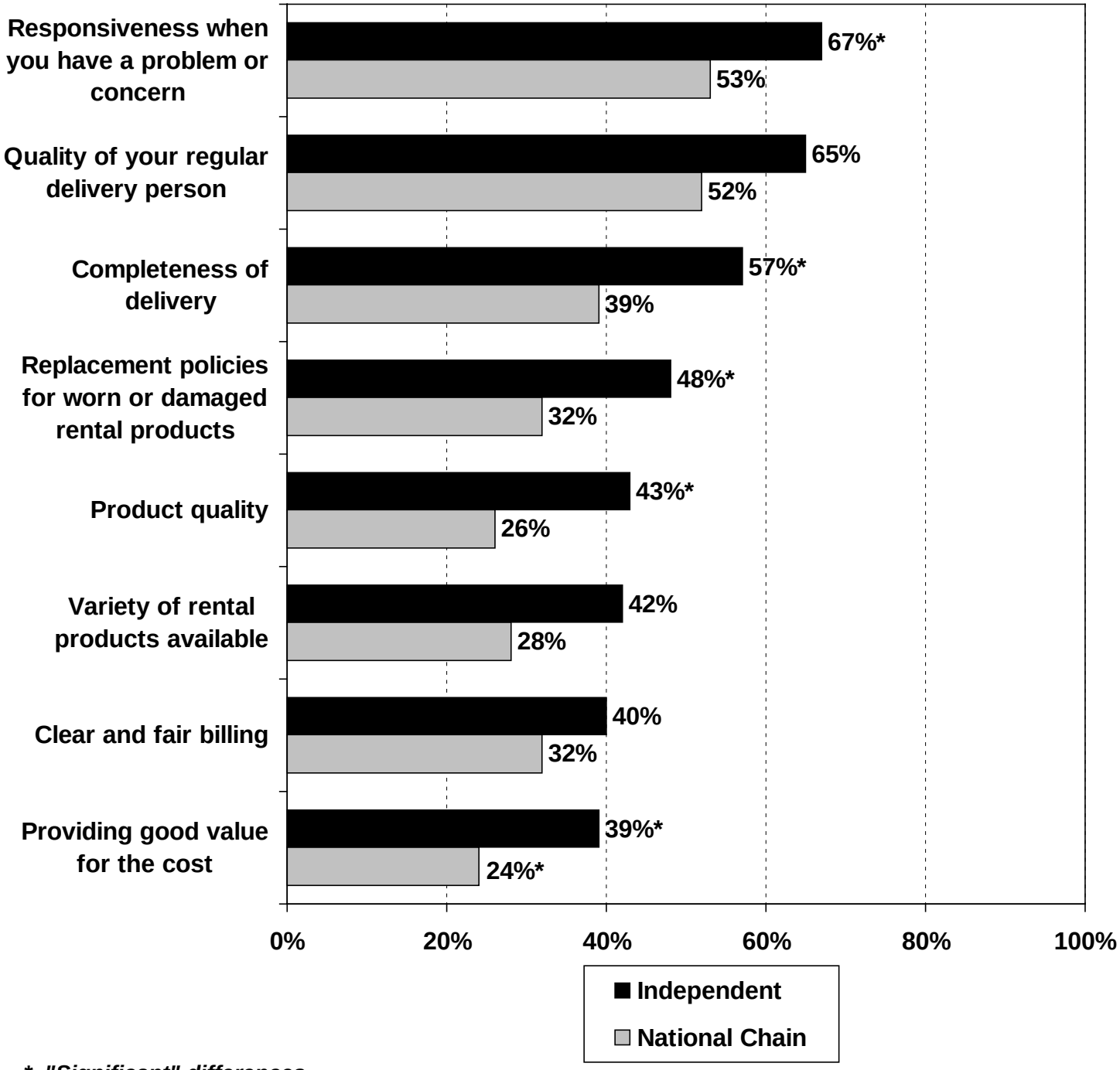


** **Significant decline, vs. 2004***

Q. 13

TABLE 4-8

LINEN SUPPLIER PERFORMS ABOVE EXPECTATIONS
(Based Upon Type of Current Supplier)

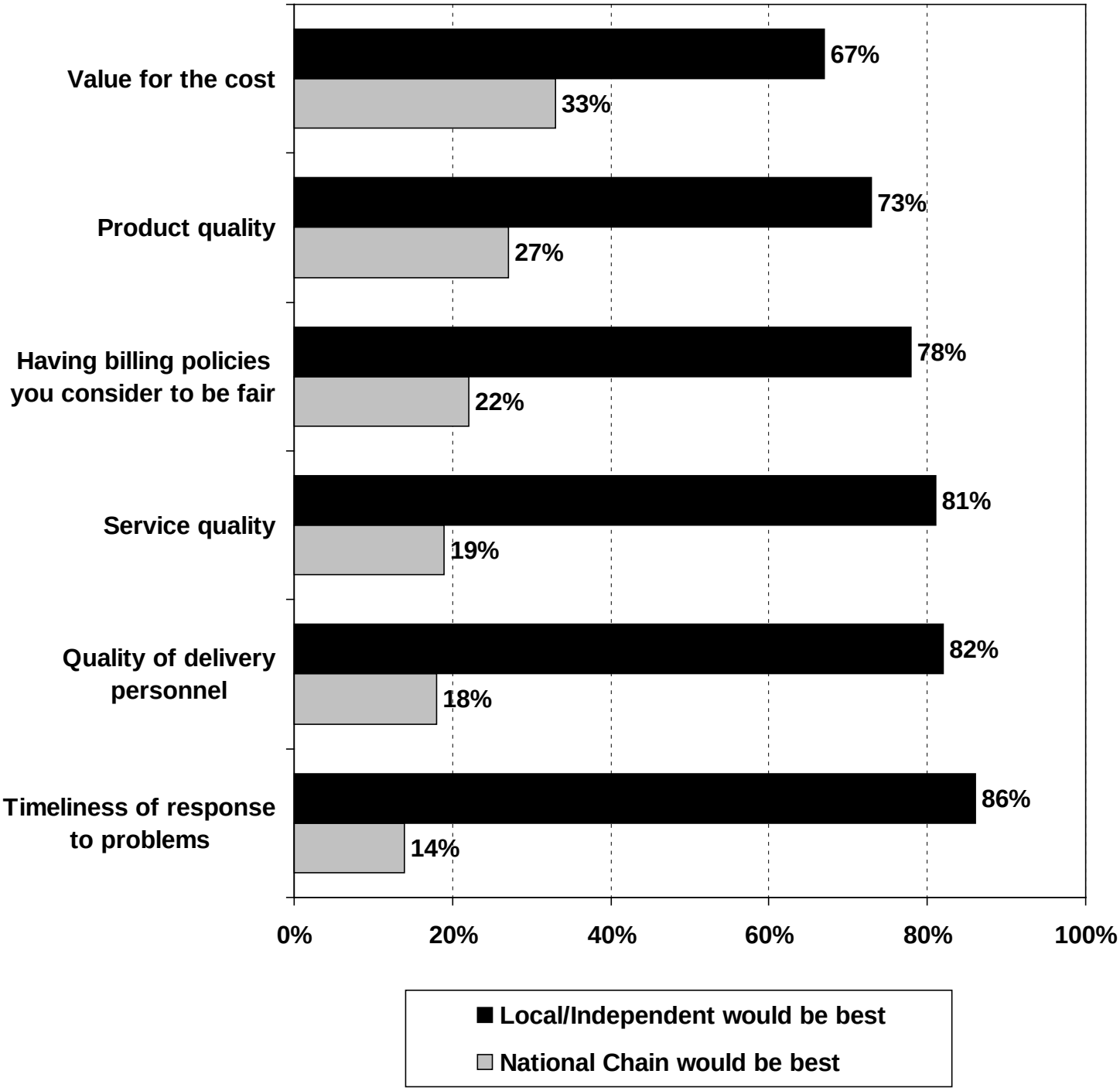


** "Significant" differences*

Q. 14

TABLE 5-1

FIRM THAT WOULD BEST SERVE YOUR NEEDS*
(Total Sample)

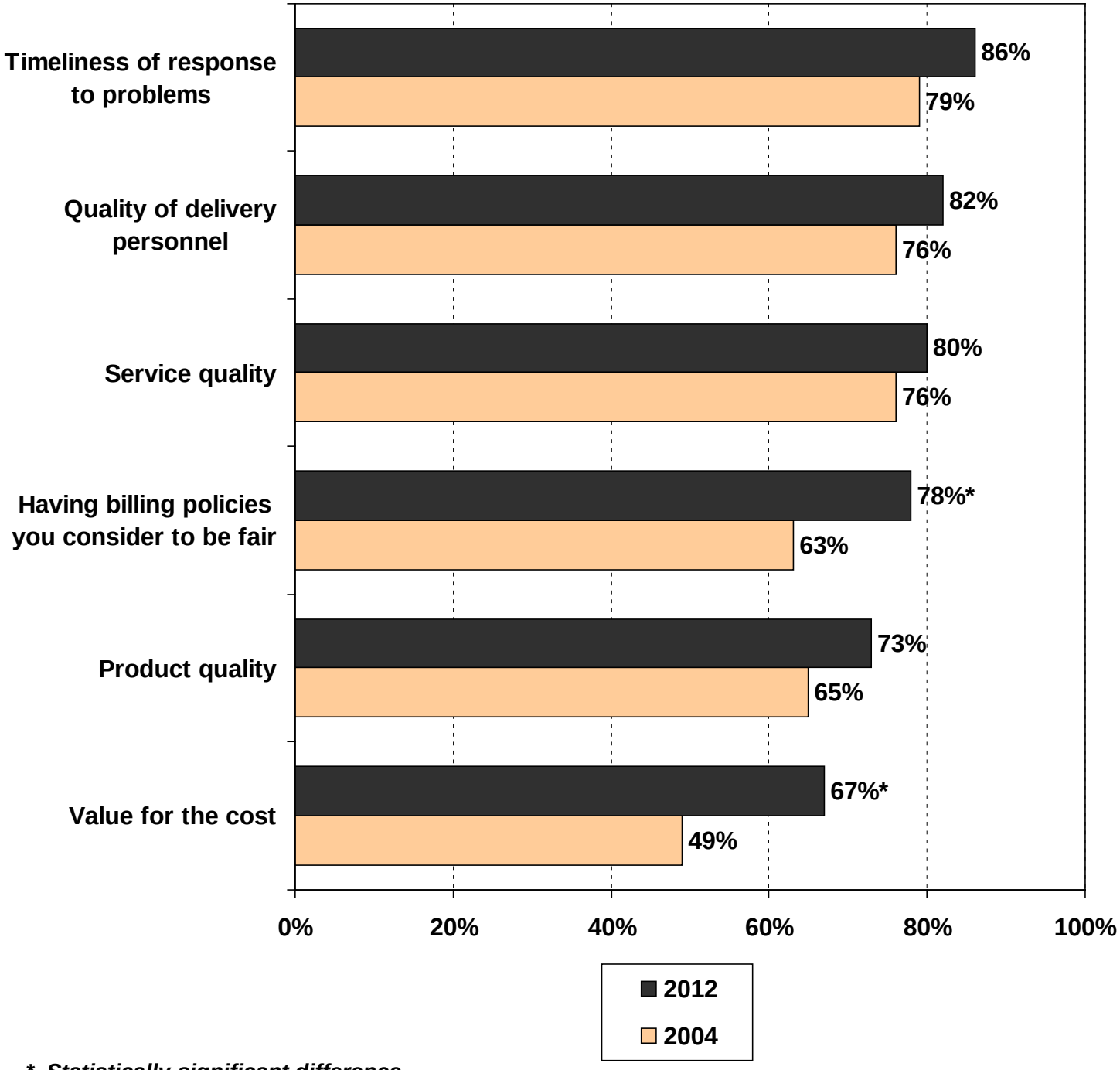


**** All differences are "statistically significant"***

Q. 14

TABLE 5-2

PERCEIVE LOCAL FIRM WOULD BEST SERVE NEEDS
(Total Sample)

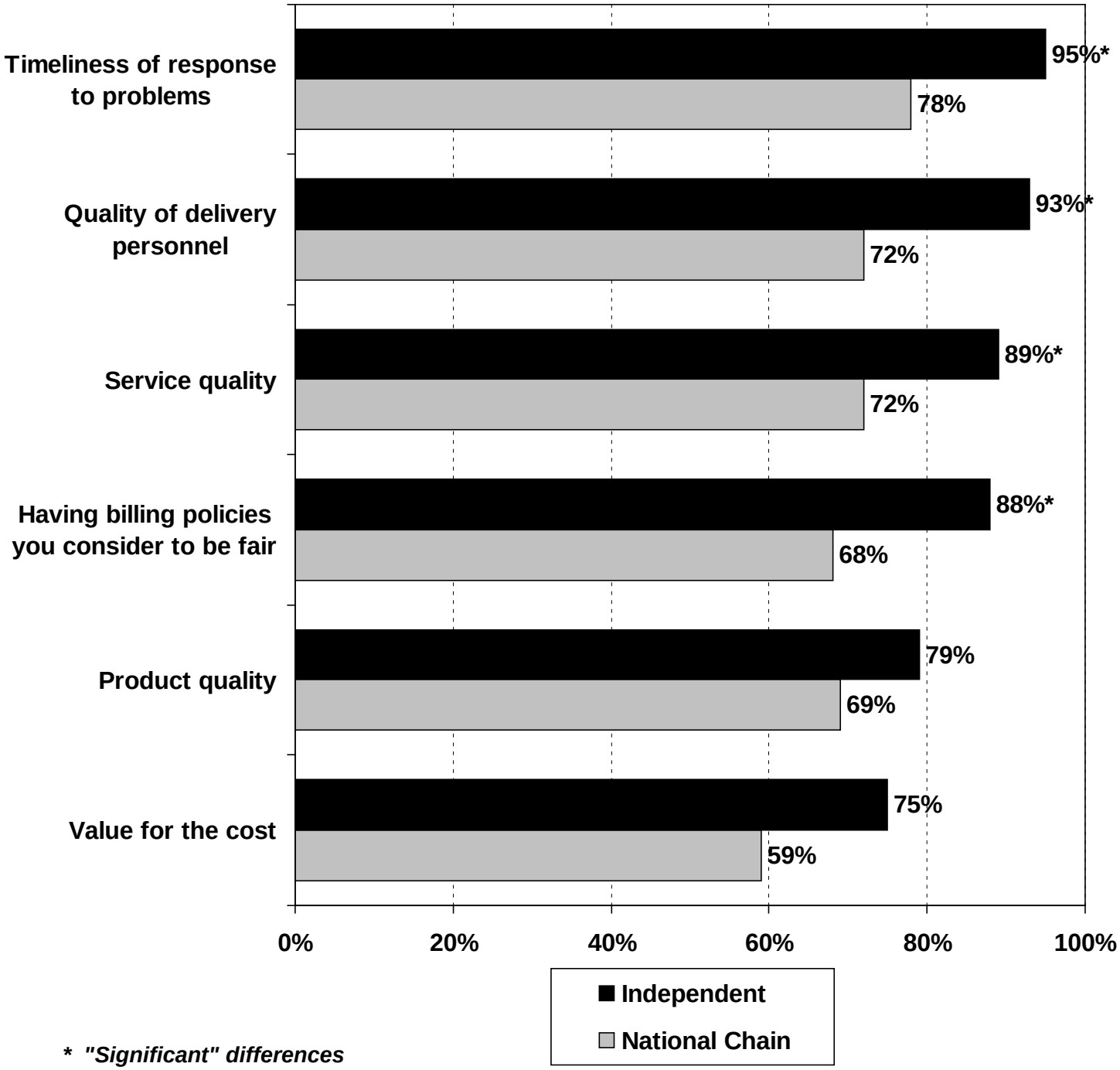


* ***Statistically-significant difference***

Q. 14

TABLE 5-3

PERCEIVE LOCAL FIRM WOULD BEST SERVE NEEDS
(Total Sample)



** "Significant" differences*

TABLE 5-6

PERCEIVED, VS. ACTUAL GEOGRAPHIC MARKETS SERVED BY LINEN RENTAL SUPPLIER

Perceived	2012 Actual		2004 Actual	
	Local	National Chain	Local	National Chain
Only local markets	55%	15%	32%	17%
Multiple states	25%	30%	15%	13%
National	5%	38%	19%	48%
+Don't know	14%	18%	34%	23%
NET INCORRECT OR DON'T KNOW	**44%**	**62%**	**68%**	**52%**

**** Yellow/Light grey = correct identification***

Present/csc-4066-preliminary findings-6-11-12