

**FIELDHOUSE ASSOCIATES**

**International marketing research &  
global product pick up services**

**Contact Details**

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## **Brief History**

Fieldhouse Associates is an independent marketing research organization specializing in bespoke product pick up services throughout the world.

Established in 1990, Fieldhouse Associates has been providing clients with research-based product and information services throughout the world for more than 25 years.

## **Services Offered and Geographic Coverage**

### **Key services**

- Product pick up & retrieval
- Multi-country product sweeps & investigative searches
- Bulk pick ups (100 kg to 5,000 kg plus)
- Tracking surveys & trends monitoring
- New product sightings
- Store visits & retail audits
- International trade fair visit reports
- Product data base management
- Market surveys and studies
- Marketing and competitive intelligence

All of the above services also include pack text translations and digital photography, if required.

## **Worldwide Geographic Coverage**

In the last 25 years, Fieldhouse Associates has carried out more than 800 projects in six continents.

We provide extensive product pick up and market research services in Europe (All countries in Western, Central and Eastern Europe), USA, Canada & Mexico, Central & South America, Asia, Africa and Australia & New Zealand.

## **Company Details**

The head office of Fieldhouse Associates is situated in the Netherlands. From this strategic location in the center of Europe, the project management team coordinates all our global activities. With our trained and experienced field force in more than 65 countries Fieldhouse Associates has immediate access to local markets, life styles and (business) cultures in six continents.

Below is a list of countries in which our team has carried out hundreds of product pick ups and market research projects:

**Europe** - Austria, Belgium, Denmark, France, Finland, Germany, Greece, Ireland, Italy, the Netherlands, Norway, Portugal, Spain, Sweden, Switzerland, UK, Czech Republic, Slovakia, Hungary, Poland, Estonia, Latvia, Lithuania, Belarus, Bulgaria, Rumania, Russia, Turkey, Kazakhstan, Ukraine.

**Asia** - China, Hong Kong, India, Indonesia, Japan, Malaysia, Pakistan, Philippines, Singapore, South Korea, Taiwan, Thailand.

**North America** - USA, Canada, Mexico.

**Central and South America** - Argentina, Brazil, Chile, Colombia, Costa Rica, Peru, Uruguay, Venezuela.

**Africa** - Egypt, Morocco, Tunisia, Kenya, Nigeria, Tanzania, Somalia, South Africa, Zambia.

**Other Countries** - (Middle East, Australasia, Caribbean) - Israel, Jordan, Saudi Arabia, Australia, New Zealand, Jamaica, Dominican Republic, Puerto Rico, St. Maarten.

## **Markets and Areas of Expertise**

Fieldhouse Associates has many years of marketing research and product pick up experience in the following markets:

- Food
- Beverages
- Oral care
- Hair & skin care
- Personal cleansing
- Household
- Pharmaceuticals
- Healthcare
- Retail
- Printing
- Packaging
- Food service
- Telecommunications
- Forest products
- Education
- Corporate fashion

### **Product Pick Up Services Experience**

Fieldhouse Associates has been providing extensive product pick up services throughout the world for more than 25 years.

Examples of recent product pick up work are listed below:

- Oral care products from Argentina, Brazil, Venezuela, France, Germany, Italy, Spain, the Netherlands, the UK and Japan
- Cosmetic products from China, Japan, Hong Kong and Singapore
- OTC products from Japan, France, Germany, UK and the USA
- Personal cleansing products in aerosols (dangerous goods) from Mexico, Russia and Hungary
- Laundry detergent from France, Italy and the UK
- Chilled food products from Belgium, France and Germany
- Frozen food products from France, Germany and the Netherlands
- Canned vegetables from Australia, New Zealand, Belgium, France, Germany and Spain
- Energy drinks from Belgium, Brazil, France, Mexico, Russia, and the UK
- Carbonated soft drinks from 28 countries in five continents
- Category sweep in 14 European countries

### **Marketing Research and Related Services Experience**

Examples of recently completed research projects are listed below:

- Global survey monitoring activity in the functional foods and health management markets
- Ingredient search in competitive products in 5 European countries
- Food sector country reports in Europe and the USA
- Soft drinks labeling study in Europe
- Trade fair reports of Anuga, SIAL, IDS, Interpack, Domotex, Interzum
- Competitive intelligence tasks in Belgium and the Netherlands

### **Timing & Delivery**

In our experience, standard lead times for product pick-ups are normally between 3-5 days of receiving the go-ahead from the client. Naturally, timing does depend upon product availability and order sizes.

However, very urgent requests can be processed with a next day delivery service using DHL or FedEx as preferred suppliers, if required.

Progress reports and regular updates are telephoned through or sent by email to the designated client contact person throughout the course of each project.

### **Payment Options**

Payments via standard purchase orders or corporate credit card.  
Fieldhouse Associates is a registered merchant and accepts payments via MasterCard/Visa.

### **Confidentiality and Non-Disclosure**

All work by Fieldhouse Associates is carried out under contract, in complete confidentiality and with a non-disclosure guarantee.

### **Contact**

If you would like to discuss current or future service requirements, please call or write to Maurice Fieldhouse or Yvonne van Geenen:

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