

HOW TO REACH PLASTICS PROFESSIONALS

Over 192,000 plastics professionals trust UL's Prospector to help them identify, research and select materials and suppliers. We asked these industry professionals to provide insights on their purchase journey.

DID YOU KNOW?

The increase of available material options has changed the way plastics professionals research and buy.



Businesses frequently extend considerations beyond their existing suppliers and **begin researching for alternatives.**

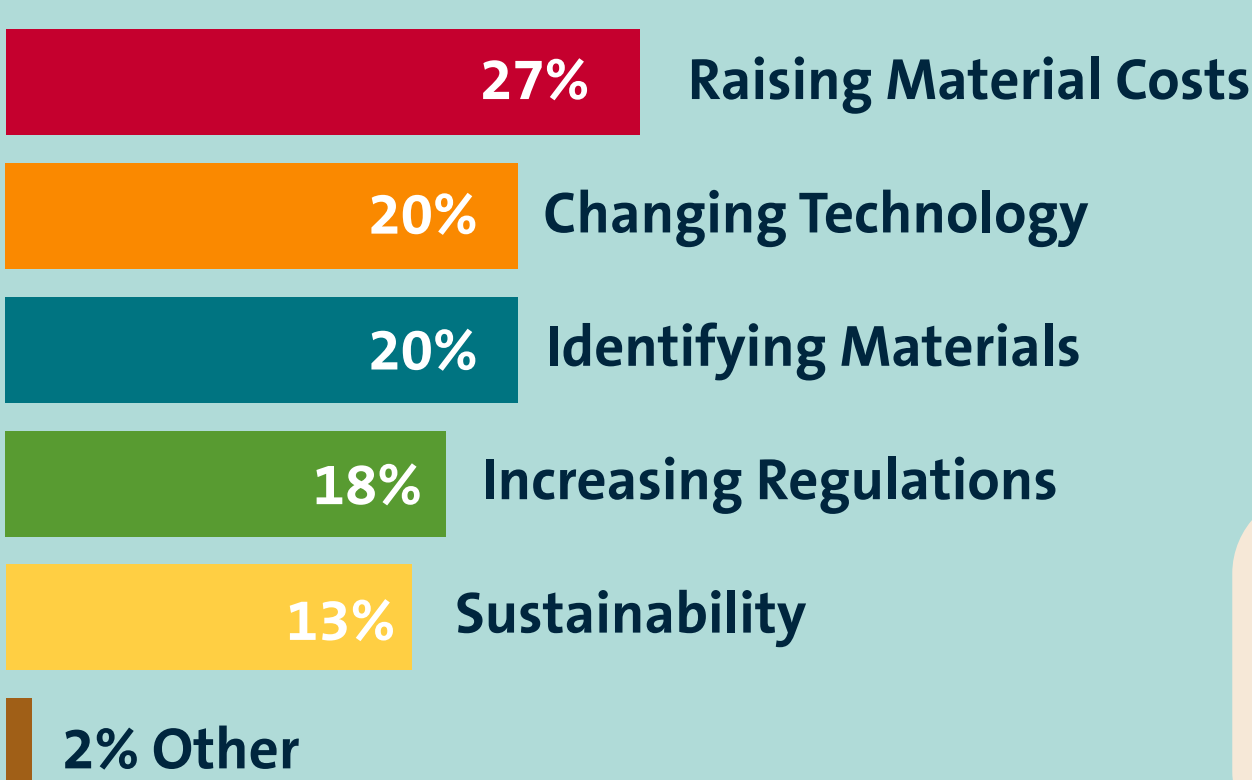
THIS IS GOOD NEWS!
As long as you are found **when** and **where** your next customer is researching.

1 FOLLOW TRENDS

Industry trends and global pressures are causing companies to develop new products and re-engineer existing products.

THIS PRESENTS A PURCHASE OCCASION FOR YOU.

When the following trends impact one of your targeted prospects or customers, it's likely they will research alternative products.

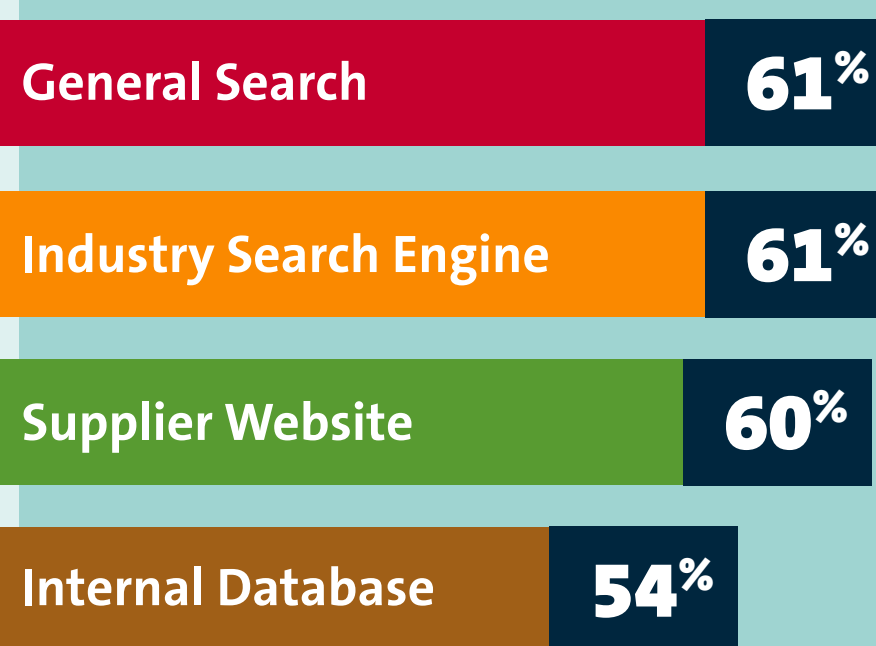


What you can do...
CAPITALIZE ON THE OPPORTUNITIES THESE TRENDS CREATE.

2 BE FOUND WHERE PLASTICS PROFESSIONALS DO RESEARCH

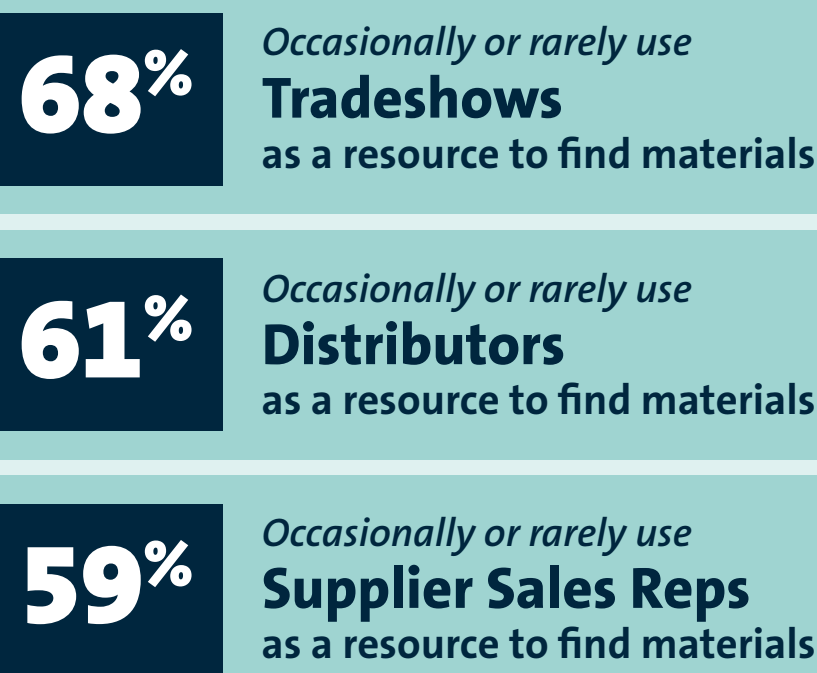
YOUR CUSTOMERS ARE PROACTIVELY LOOKING FOR MATERIALS ONLINE.

Plastics professionals use the following resources on most or every project:



DECISION MAKERS AREN'T WAITING FOR YOU TO COME TO THEM.

Plastics professionals only occasionally or rarely use the following resources to find materials:



What you can do...
INVEST IN RESOURCES AND ENSURE VISIBILITY ON CHANNELS WHERE DECISION MAKERS CAN PROACTIVELY SEARCH FOR THEIR MATERIAL NEEDS.



3 SPEAK THEIR LANGUAGE

Your potential customers are using search engines, your website, and your competitors' websites to search for materials which meet their needs.

Searches for top generic categories are increasing year over year on ULProspector.com

Generic Name	Search Volume
Polycarbonate	Up 12%
Polyamide 66	Up 11%
Acrylonitrile Butadiene Styrene	Up 8%
Polypropylene Homopolymer	Up 2%
Polyamide 6	Up 16%
Polycarbonate + ABS	Up 19%
Polybutylene Terephthalate	Up 10%
Polyphenylene Sulfide	Up 29%
Polyetheretherketone	Up 5%
Polyvinylidene Fluoride	Up 4%



What you can do...
ENSURE THAT YOUR ACTIVITY IS IN LINE WITH MARKET TRENDS.

Industry professionals around the globe rely on **UL'S PROSPECTOR** to identify, research and select materials and ingredients for the products they develop.

To find out more, visit **ULPROSPECTOR.COM** and create a free account.

All data points were sourced from a statically valid and random sampling of industry professionals who are members of Prospector.

192,000
PROSPECTOR
users like me.

