

AUGUST
2014



CARTONOMY

20 REAL
OFFICE
14 MANAGERS
OF AMERICA
REPORT

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NEW
RESEARCH
REVEALS A
BROKEN
OFFICE
PURCHASING
PROCESS.

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CARTONOMY RESEARCH REPORT

Examining the attitudes of key decision makers in making office supply purchases.



FOREWORD BY JACK LOWINGER, CEO, CARTONOMY

The task of ordering supplies for an office seems simple enough, doesn't it? Contrary to popular belief, there is much more to being in charge of supply orders than meets the eye. To look into this further, we set out to examine the group shopping process at offices across America, asking key decision makers how they really feel about managing office supply orders for an entire staff—and it turns out that they are juggling far more than their fair share of responsibility. At the end of the day, office managers want to be appreciated, but employees appear to be taking advantage of them by demanding everything from highly specific to overly personal requests for supplies. It's clear that more collaboration in the workplace is needed, along with an easy solution to the broken office

purchasing problem. In our research, which was conducted by YouGov in May 2014, we broke down the many obstacles with the broken office purchasing process, including the time spent by office managers ordering supplies and the unusual requests received. From particular pen colors and brands to wooden letter openers, 88 percent of key decision makers in making office supply purchases who have received a bizarre order request report getting highly specific requests for office supplies; another one in four have received requests for party/decoration items; and 23 percent have received requests for luxury/high-end office items. With different employees requesting such different items, office supply purchasing appears to be a much bigger nuisance than it

should be, to the point where the task ends up consuming valuable company time and dollars.

Instead of having to juggle the requests of every employee to ensure everyone is happy, we want to provide all key decision makers in offices with a service that simplifies the ordering process, without compromising staff needs or requests. Cartonomy answers the demand for a hassle-free, reliable group shopping experience and gives people in charge of group orders – like office managers – a seamless way to manage and approve shopping lists. Whether you manage a work office or home office, Cartonomy aims to address the issues at hand by providing a collaborative and enjoyable way to create, coordinate and ultimately fulfill shopping list needs, all at the best price possible.

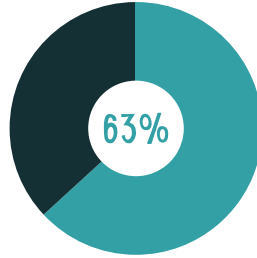
- Jack Lowinger, CEO, Cartonomy
www.cartonomy.com



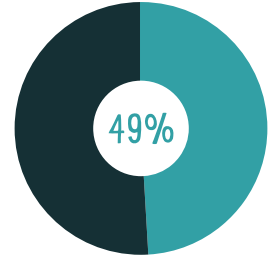
WHICH OF THE FOLLOWING THINGS DO YOU DO AS PART OF YOUR EVERY DAY JOB ROLE? (PLEASE CHECK ALL THAT APPLY)



Order office supplies (e.g. stationery, printer paper, tea and coffee, etc.)

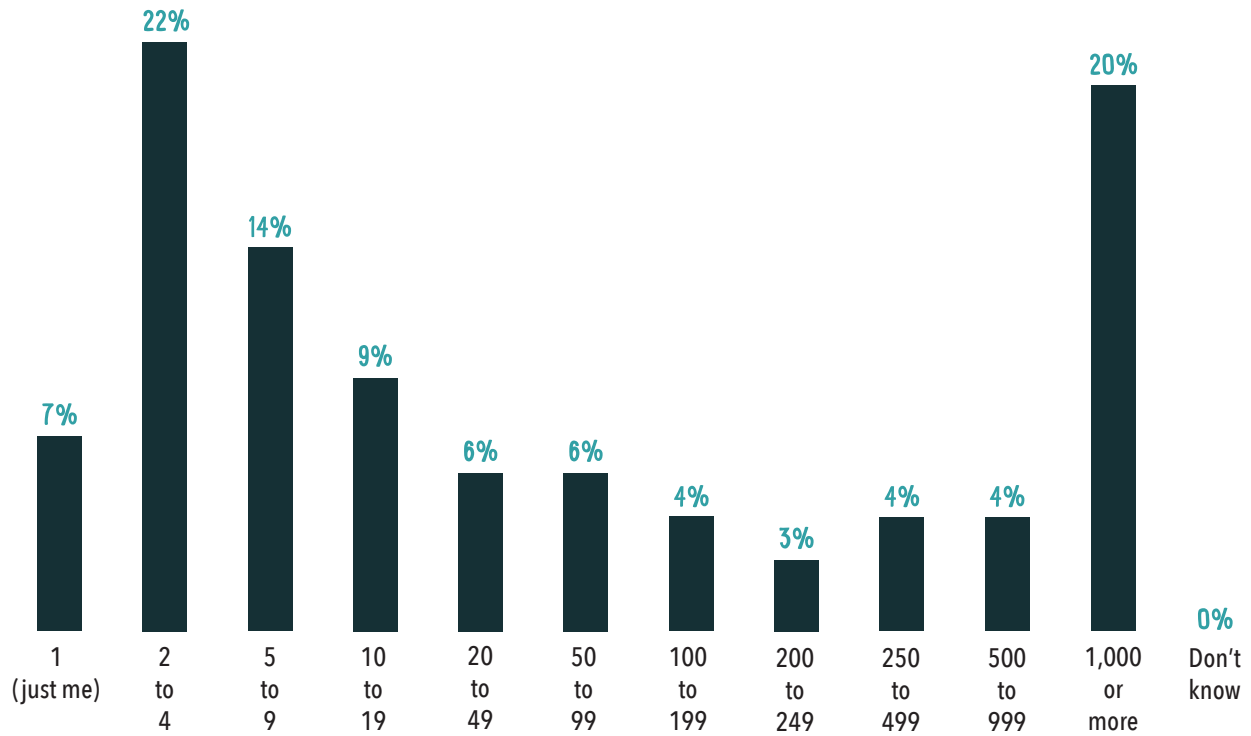


Manage at least one other person



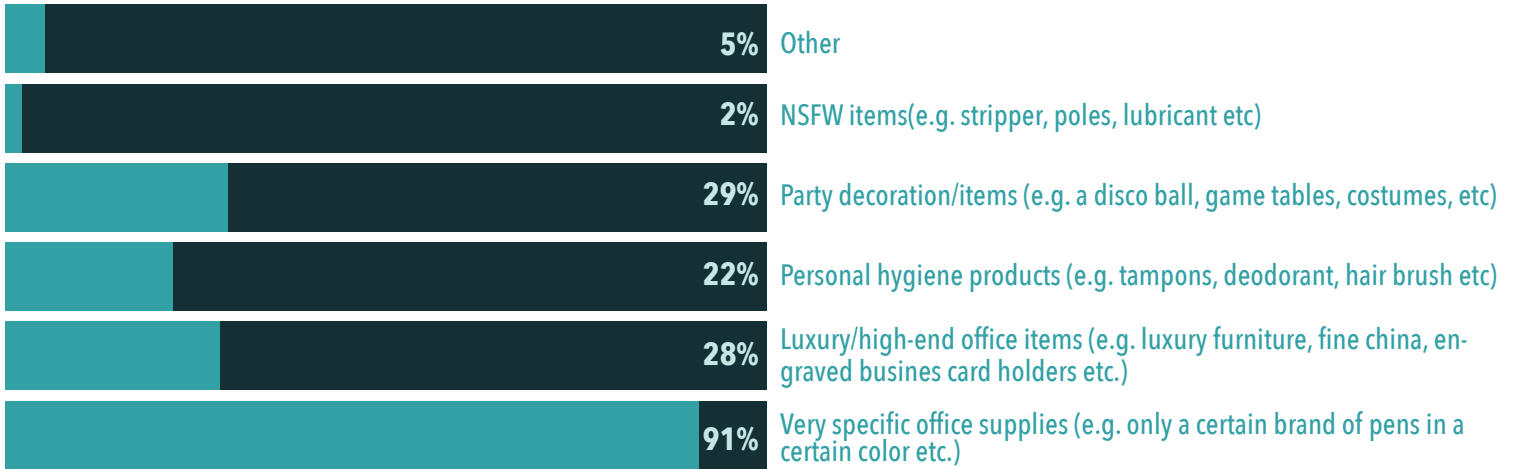
Arrange training for employees

INCLUDING YOURSELF, APPROXIMATELY HOW MANY EMPLOYEES ARE EMPLOYED BY YOUR ORGANIZATION IN TOTAL IN THE US? (PLEASE CHECK ALL THAT APPLY)

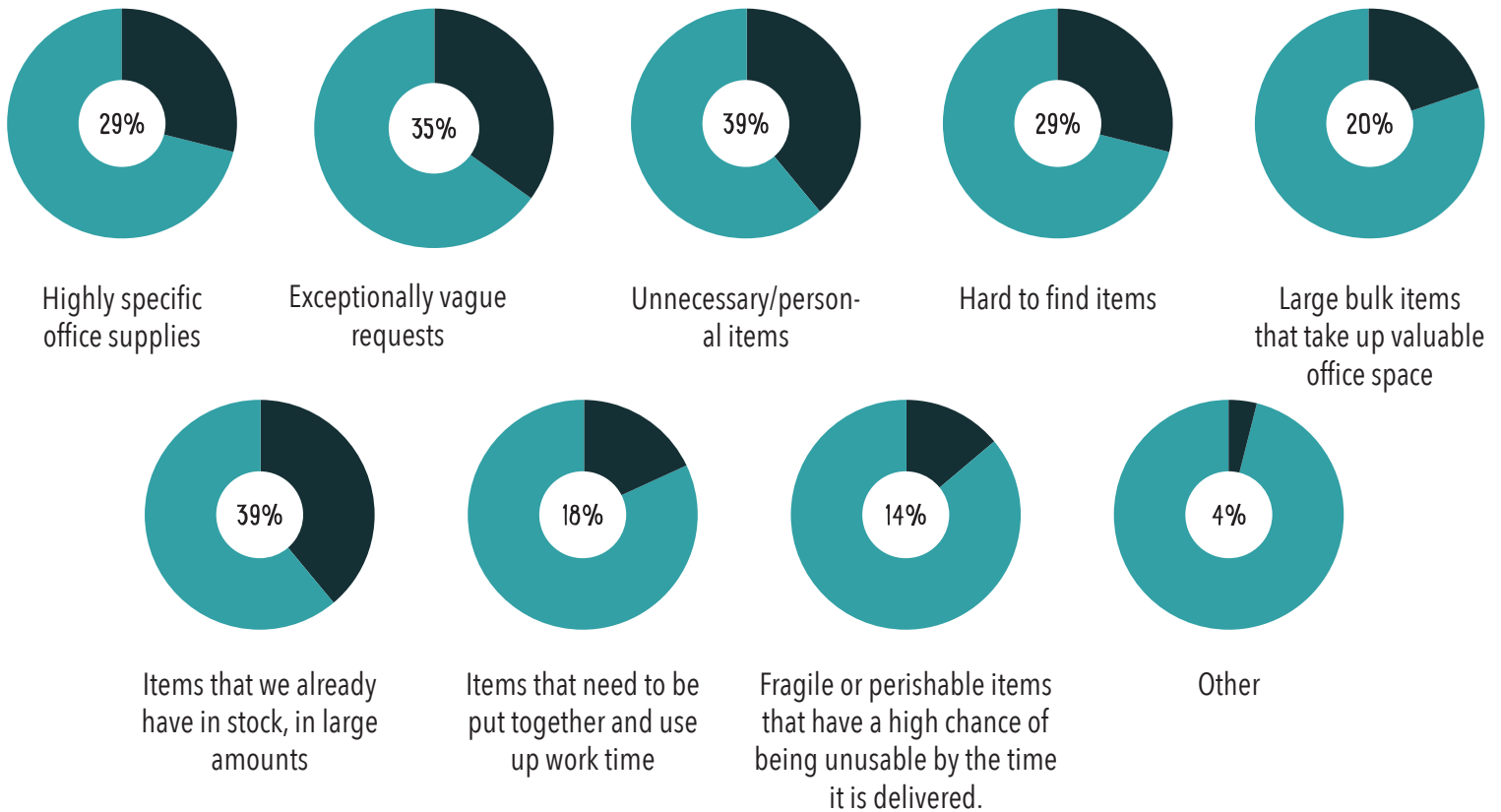




WHICH OF THE FOLLOWING BIZARRE ORDER REQUESTS HAVE YOU EVER RECEIVED FROM YOUR STAFF, IF ANY? (PLEASE CHECK ALL THAT APPLY)



WHICH OF THE FOLLOWING ARE YOUR BIGGEST PET PEEVES (I.E. ANNOYANCES) IN TERMS OF STAFF ORDER REQUESTS? PLEASE CHECK ALL THAT APPLY

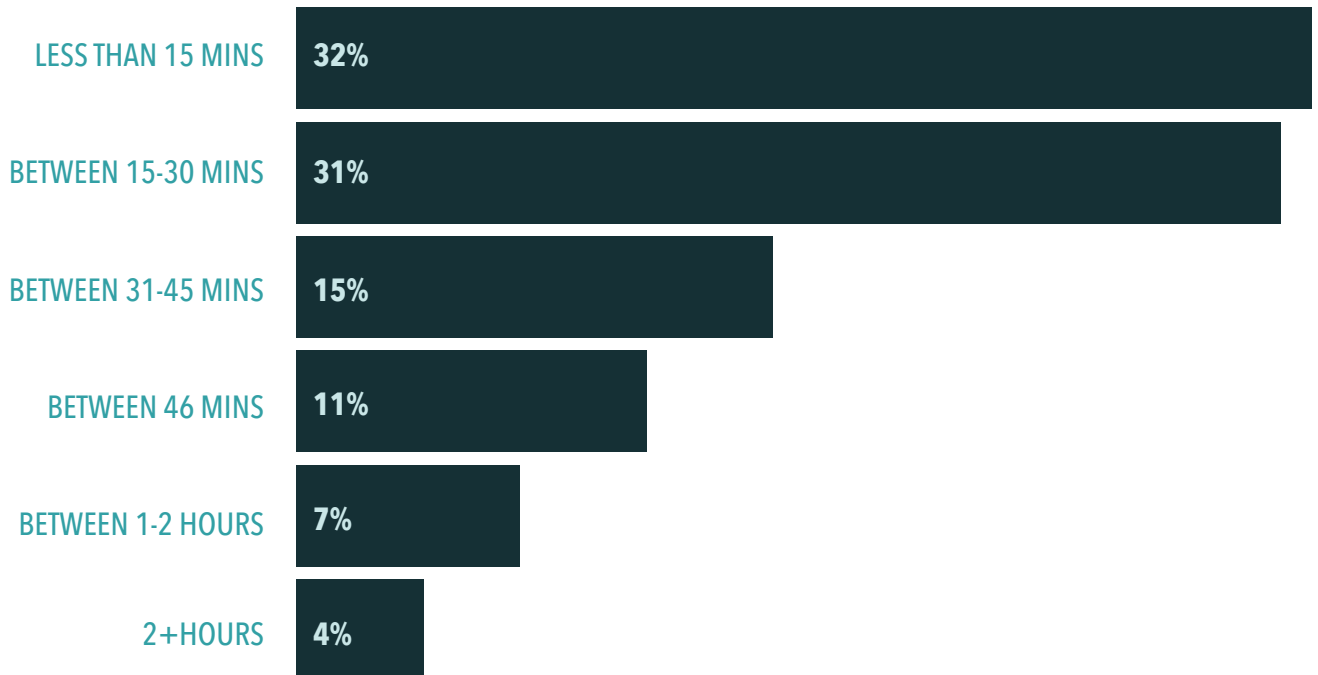




WHICH OF THE FOLLOWING ARE YOUR BIGGEST FRUSTRATIONS WITH YOUR WEEKLY/MONTHLY OFFICE SHOPPING LIST, IF ANY? (PLEASE CHECK ALL THAT APPLY)



INCLUDING THE TIME IT TAKES TO ASK STAFF WHAT THEY NEED TO ORDER, SOURCING ITEMS, CHECKING PRICE COMPARISONS ETC., HOW MUCH TIME ARE YOU SPENDING (PER ORDER) ON MAKING OFFICE PURCHASES?





RESEARCH METHODOLOGY

Cartonomy commissioned accredited research agency YouGov Plc to poll the views of a representative sample of 500 U.S. adults. Fieldwork was undertaken between May 28-31, 2014. The figures have been weighted and are representative of all U.S. adults who are key decision makers in making office supply purchases (aged 18+).