

Why the WASTEC Market Statistics Program is Essential to Your Business

Introduction

The Market Statistics Program has been a benefit of WASTEC membership since 1994. Participating companies report organizational information, and receive manufacturing and sales data on the industry as well as their company's relationship to the market and competitors. The goal of the program is to provide a forecast of market trends and an indicator of resource pricing used in the manufacturing industry.

Program Summary

The program consists of Product Production Data (Pprods) and Market Activity Index (WMAI) and Market Trend Indicator Programs (MTIP).

- **Pprods** involves manufacturers reporting sales data in specific product categories by regional shipping destination in the North American Domestic (NAD)s. There are eight reporting categories including: Compactors, Balers, Carts, Tarps, Containers, Mobile Equipment, Technology, and Tipper/Lifters. Based on the reported sales data from program participants, a monthly or quarterly report is distributed that is broken out by five Regions: Northeast, Southeast, Midwest, West and Pacific.
- **WMAI/MTIP report** tracks business measurements every quarter by having program participants complete a survey of about, orders, inventory, pricing, employment and productivity.

The WMAI provides 23 key benchmarks for manufacturing and distribution activities such as domestic sales, export sales, order, inventory, and price activity and productivity. The MTIP tracks sales trends, measures them against projections of domestic and international markets and provides a graphic representation of survey responses charted against the Purchasing Managers Index (PMI) for comparison of your company's position in relation to the industry.

The WMAI and MTIP report estimates future manufacturing trends by assessing whether they are increasing, decreasing, or flat. The two reports are considered to be very reliable and predictive in estimating future production trends.

Benefits

The WASTEC Market Statistical Program provides participating companies with information to form short and long term business outlooks for products on a national, regional or state level depending on the program, and assists in evaluating company performance and market share information.

- ✓ Participants in the Pprods program receive a report of actual sales data by region or state. This information is valuable because it is unique to the waste and recycling industry. The data can only be generated by member participants, and only those companies receive the reports.
- ✓ The WMAI/MTIP report provides historical data for the most recent rolling nine quarters. Data serves as a tool in tracking the past performance and a predictor of the current strength of the market. The WMAI report contains market comparison information for companies interested in market trends in the waste equipment manufacturing industry and the survey is easy to complete without divulging any actual operating information.

- ✓ The program has provided many association members with valuable information to assess business performance and information that assists in planning and business decisions for production, marketing, resource allocation and sales.

Confidentiality of the Data

All company data is strictly confidential between the participant and the Bonde Beebe Accountants and Advisors which is an independent accounting firm that is hired by WASTEC to receive data and generate the reports. Bonde Beebe conceals manufacturer's data when new participants enter the program or when a market dominator is present in a category. WASTEC staff never sees the reports and only get a summary of aggregate data.

Frequently Asked Questions

Q: Will my competitors be able to view my data?

A: No. All company data is strictly confidential between the participant Bond Beebe Accountants and Advisors, the third-party agent for the program. Bonde Beebe Accountants and Advisors collect the data and publish the reports.

Q: How can the data from the reports be used to improve my business?

A: Market and production data is critical to business development and planning. A quarterly report is produced strictly for participating WASTEC members. Data issued will serve as a tool in keeping track of the past performance and the current strength of your market. Participants may assess their company's position in relation to overall product lines and categories that they manufacture.

Q: How much does the program cost?

A: The program is a benefit of WASTEC membership and there are no additional fees for participation.

Q: If I am a new participant, can I receive past reports?

A: No. Participants can only receive reports from the time by they join the program going forward.

Q: How do I submit data?

A: An email reminder to submit data for monthly and quarterly reports is sent to members from Bonde Beebe Accountants and Advisors. All data is forwarded in Excel format to Mark Glover at Glover@bbcpa.com.

The MTIP survey form is completed via the internet. A notice of availability is sent to members quarterly: January, April; July and October.

Q: When will I get the report(s)?

A: As soon as Bonde Beebe Accountants is provided with reliable data from all participating category members, reports can be published within one week. Submitting data in an accurate and timely manner to ensures the program quality and continuity.

Q: If I'm not a manufacturer, can I still receive Prods?

A: No. This report is produced and distributed only to those members that report manufacturing data. If you are not a manufacturer you are not eligible to participate in the Prods.

Q: I am concerned about additional activity being a burden on my staff. How much time does it take to participate?

A: Participation in the program is not labor intensive. The Pprods data is usually extracted from reports that most companies already prepare for other purposes and WMAI/MTIP is a 10 minute quarterly survey.

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