**Introduction**

A collection of industry market research reports featuring more than 700 reports covering 18 industry sectors.

The reports provide market size, historical and forecasted demand by product and markets, and profiles of the market leading companies. You may use the search engine to find specific content or you may browse report titles organized by industry.
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Opening Screen

The Freedonia Focus program opens with an information page. This page includes information about the Freedonia Focus Portal.

To continue on to the database click on the **Click Here to Begin** button near the bottom of the page.

![Opening Screen Image]
Home Page

Once you have entered the Freedonia Focus program you will be on the database Home page. The Home page has a program header with a menu bar with five selections: Home, About Us, Recently Published, Register for Updates and FAQs. See page 9 for information about the header menu bar.

The Home page has a search function on the left side of the page. See page 5 for information about the search function.

There is also a browse section in the main part of the page. You may select an item from the Browse by: Industry (USA) column or the Browse by: Country/Region column. See page 7 for information about browsing in Freedonia Focus.
Search

The search function is on the left side of the Home page just below the program header. To make a search enter a search term into the Search Focus Reports box and click on the Search button.

The results of your search will be displayed on a Search Results page. See below for information about the Search Results page.

The Search Tips link below the Search Focus Reports data field will open a page with some information about using Boolean operators (e.g., AND, OR...), quotation marks and the star (*) wild card.

Advanced Search

The Advanced Search link in the search function box will open the Advanced Search Options page. This page gives you the option to search by text in the title, publication dates, or by category. There are also options for entering company name or ticker and NAICS codes. When you have entered your search terms and made any selections click on the Submit button to begin your search. The results will be displayed on an Advanced Search Results page. See page 6 for information about the Advanced Search Results page.

Search Results

The results of your search will be displayed in a Search Results page in the large display area of the Home page, replacing the browse section.

Your search term will be listed at the top of the display section.

The results are displayed in two tables. The first table lists the reports that has the search term in the report title.

The second table lists the reports that has the search term in the body of the report.

Both tables are similar in that they have seven columns (title of the report—Focus Report, Study ID, Date, Description, Pages, View, and Retail Value) with each report having a row in the table.
The items in the title and View columns are active links. Clicking on the title of the report will open the Report page. Clicking on the View link will open the report in PDF format. See below for information about the Report page.

**Advanced Search Results**

The Advanced Search Results page is similar to the Search Results page. The Advanced Search Results page has one table and the top part of the page lists the criteria you used to set up the search.

The items in the title and View columns are active links. Clicking on the title of the report will open the Report page. Clicking on the View link will open the report in PDF format. See below for information about the Report page.

**Report Page**

The Report page is opened when you click on the report title.

This page has information about the report including, in the top matter: the title of the report, study number, date published, format, pages, and country.

The Report page also has information about the report in the following sections: Report Description, Companies Profiled, Table of Contents, and Focus Report Overview.

There are two buttons near the top of the page: **View PDF** and **Return to List**.

The **Return to List** button will take you back to the Results page.

The **View PDF** button will open the full report in PDF format. This is the same PDF file that is opened when the View link in the View column on the Results page is selected.

There are Acrobat Reader controls that allow you to navigate the report.
Browse

The Freedonia Focus Home page has a section in the main display area of the page with numerous selections for browsing for reports.

These selections are grouped into two topics: Browse By: Industry (USA) and Browse By: Country/Region.

Industry

The Industry (USA) topic of the browse section has more than 15 selections for various industries and industry groups covered by Freedonia Focus reports. Some selections cover more than one industry. Each item is a link that will open a page for that industry.

To browse for a report on an industry click on one of the selections (e.g., Construction). This will open a page with all the reports that deal with the selected industry.

The reports are listed in a table with eight columns (title of the report—Focus Report, Study ID, Date, Description, Pages, View Report, and Retail Value) with each report having a row in the table.

The items in the title and View Report columns are active links. Clicking on the title of the report will open the Report page. Clicking on the View link will open the report in PDF format. See page 6 for information about the Report page.

Most of the column headings are active in that if clicked on the table will be reordered according to the material of the column selected.
The left side of the industry page has the search function and a list of the other industries that are available. This is the same list that is displayed on the Home page in the browse section.

There are two differences. The industry page that is opened is not included in the list and the World Focus Reports selection at the bottom of the list is not included on the Home page list.

Clicking on World Focus Reports will open the page for this selection. This page is similar to operates in a similar manner as the main industry page.

<table>
<thead>
<tr>
<th>Focus Report</th>
<th>Study in</th>
<th>Pages</th>
<th>View Report</th>
<th>Retail Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fuel Additives: United States</td>
<td>FF35086</td>
<td>Dec-2012</td>
<td>25</td>
<td>View</td>
</tr>
<tr>
<td>Material Handling Products: United States</td>
<td>FF70029</td>
<td>Aug-2012</td>
<td>19</td>
<td>View</td>
</tr>
<tr>
<td>EPS Resins: United States</td>
<td>FF50041</td>
<td>Aug-2012</td>
<td>19</td>
<td>View</td>
</tr>
<tr>
<td>Bioplastics: United States</td>
<td>FF50040</td>
<td>Jun-2012</td>
<td>21</td>
<td>View</td>
</tr>
</tbody>
</table>

Country/Region

The Country/Region topic of the browse section has more than 15 selections for various countries. This includes one selection for the World.

To browse for a report on an industry in a specific country click on one of the selections (e.g., Canada). This will open a page with all the industries that have reports for that country. The page for Canada is pictured. Selecting one of the industries in this list will open the industry page.
This industry page is similar to the industry page described on page 7 except that all the reports listed are specific to the selected country (i.e., Canada).

The items in the title and View Report columns are active links. Clicking on the title of the report will open the Report page. Clicking on the View link will open the report in PDF format. See page 6 for information about the Report page.

Most of the column headings are active in that if clicked on the table will be reordered according to the material of the column selected.

The left side of the page lists other industries that have reports for Canada.

**Header Menu**

The database header menu has five selections: **Home**, **About Us**, **Recently Published**, **Register for Updates**, and **FAQs**.

**Home**

The **Home** selection will return you to the **Home** page from anywhere in the program.

**About Us**

The **About Us** selection will open an information page about the Freedonia Group.

**Recently Published**

The **Recently Published** selection will open a page with a table of all the reports published within the past month. This page is similar to the **Industry** page. See page 7 for information about the **Industry** page.
Register for Updates

The Register for Updates selection will open a page where you may enter your personal contact information in order to be notified when Freedonia issues new reports or studies.

FAQs

The FAQs selection will open the Frequently Asked Questions page.

This page has a list of questions concerning the Freedonia Focus database. Each question is an active link that will scroll the page to the answer to the selected question.