

\$PHULFDQ 0DUNHWLQJ \$VVRF &ROOHJLDWH &DVH &RPSHW

20VRQ .HQVLQJWHQ 0HPDUL +DPLG 0.7

7KH \$PHULFDQ 0DUNHWLQJ \$VVRFLDWLRQ ,QWHUQDWLR
GXUDWLRQ RI WLPH IURP 6HSWHPEHU WR 'HFHPEHU RI
&RWWRQ ,QFRUSRUDWHG DV D FOLHQW DQG GHGLFDWHG HI
&RWWRQ ,QF DFKLHYH LWV RYHUDOO REMHFWLYHV WR LQF
SUHIHUHG ILEHU DQG D LQFUHDVH LQ ODEHO FKHFNLQ
FRWWRQ LV KLJKHU WKDQ ZKDW LV EHLQJ SURGXFHG ULJKV
OHDGLQJ FRXQWU\ LQ WKH SURGXFWLRQ RI FRWWRQ LQ
FRQFHUQ 7KH FXUUHQW WDUJHW PDUNHW IRU FRQVXPHU P
\HDUV ROG 7KH 6HDO RI &RWWRQ WUDGHPDUN DQG 7KH
WDJOLQH KDYH EHHQ LQVWUXPHQWDO WR WKH VXFFHVV RI
\HDUV 7KLV FDVH VWXG\ IRFXVHG RQ WKH PDUNHWLQJ DVS
0DUNHWLQJ 'LYLVLQJ ZKR VH UHVSQVLELOLW\ LV WR SRVL
FRQVXPHUV SULPDULO\ LQ WKH 8QLWHG 6WDWHV

5HOHYDQW LQIRUPDWLRQ DQG VHFRQGDU\ UHVHDFK G
WKURXJK 8QLYHUVLW\ RI 7DPSD\ V RQOLQH OLEUDU\ (6HDU
DQDO\JHG DQG VXPPDULJHG LQWR NH\ OHDUQLQJV ZKLFK OH
)XUWKHUPRUH WKH LQVLJKWV ZHUH XVHG WR FROOHFW SU
VXUYH\ 7KRVH ILQGLQJV DQG LQVLJKWV ZHUH WUDQVIHU
WKHUH WR WKH &UHDWLYH 7HDP UHVSHFWIXOO\ \$Q RYHUY
FRQFOXGHG XQWU JHQHUDWLRQV EHKDYLRU GRHV QRW PD
FRQFHUQWRU\ LQWUHQWU SURGXFWV VDWLVI\ ERWK HQYLURC
PRUH WKDQ HQYLURQPHQWDO DORQH

ILEHU DJDLQVW D SULPDU\ WDUJHW PDUNHW
ZLOO EH VRPH VSLOORYHU WR DQG \HDU
DZDUHQHV ZLOO OHDG WR ODEHO FKHFNLQJ
VXJJHVW WKDW WKH FRWWRQ LQGXFVWU\ LV
ZHOO NQRZQ IDEULF 5LVLQJ FRQVXPSWLRQ
EOHQGV ZLWK RWKHU ILEHUV ZLOO UHSODFH