

US DPMSS Region - Total US 3rd Quarter 2011

07 Plastic Ware & Organizers
0710 Organizers/Cabinet Trays
Units and Average Price are shown By The Each.

Manufacturer/Product	Quarter Sales \$	% Change vs Last Year	Units By The Each	Avg. Price By The Each	Share/ Quarter	Share Change vs Prev Quarter	Share Change vs Last Year
AFFORDABLE DENTAL							
COMPOSITE CADDY	\$1,332.66	-11.1 %	43.00	\$30.99	3.1%	-0.1	0.4
AFFORDABLE DENTAL Totals :	\$1,332.66	-11.1 %	43.00	\$30.99	3.1%	-0.1	0.4
AXIS							
DRAWER ORGANIZER	\$287.39	N/A	11.00	\$26.13	0.7%	-1.7	N/A
AXIS Totals :	\$287.39	N/A	11.00	\$26.13	0.7%	-1.7	N/A
CLIVE CRAIG COMPANY							
DRAWER ORGANIZER	\$3,119.06	-32.0 %	505.00	\$6.18	7.2%	-0.1	-1.0
CLIVE CRAIG COMPANY Totals :	\$3,119.06	-32.0 %	505.00	\$6.18	7.2%	-0.1	-1.0
HU-FRIEDY							
IMS PARTS BOX	\$14,193.18	-29.9 %	490.00	\$28.97	32.6%	0.2	-3.6
HU-FRIEDY Totals :	\$14,193.18	-29.9 %	490.00	\$28.97	32.6%	0.2	-3.6
PLASDENT CORPORATION							
ORGANIZERS	\$2,502.55	-16.7 %	152.00	\$16.46	5.7%	0.5	0.4
PLASDENT CORPORATION Totals :	\$2,502.55	-16.7 %	152.00	\$16.46	5.7%	0.5	0.4
PREMIER							
WEDGE ORGANIZER	\$3,879.97	-17.5 %	252.00	\$15.40	8.9%	1.4	0.5
PREMIER Totals :	\$3,879.97	-17.5 %	252.00	\$15.40	8.9%	1.4	0.5
PRIVATE LABEL							
PRIVATE LABEL	\$238.95	N/A	39.00	\$6.13	0.5%	N/A	N/A
PRIVATE LABEL Totals :	\$238.95	N/A	39.00	\$6.13	0.5%	N/A	N/A

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**Report based on unmodeled 2011 sales data and compared to similar unmodeled 2010 data.*

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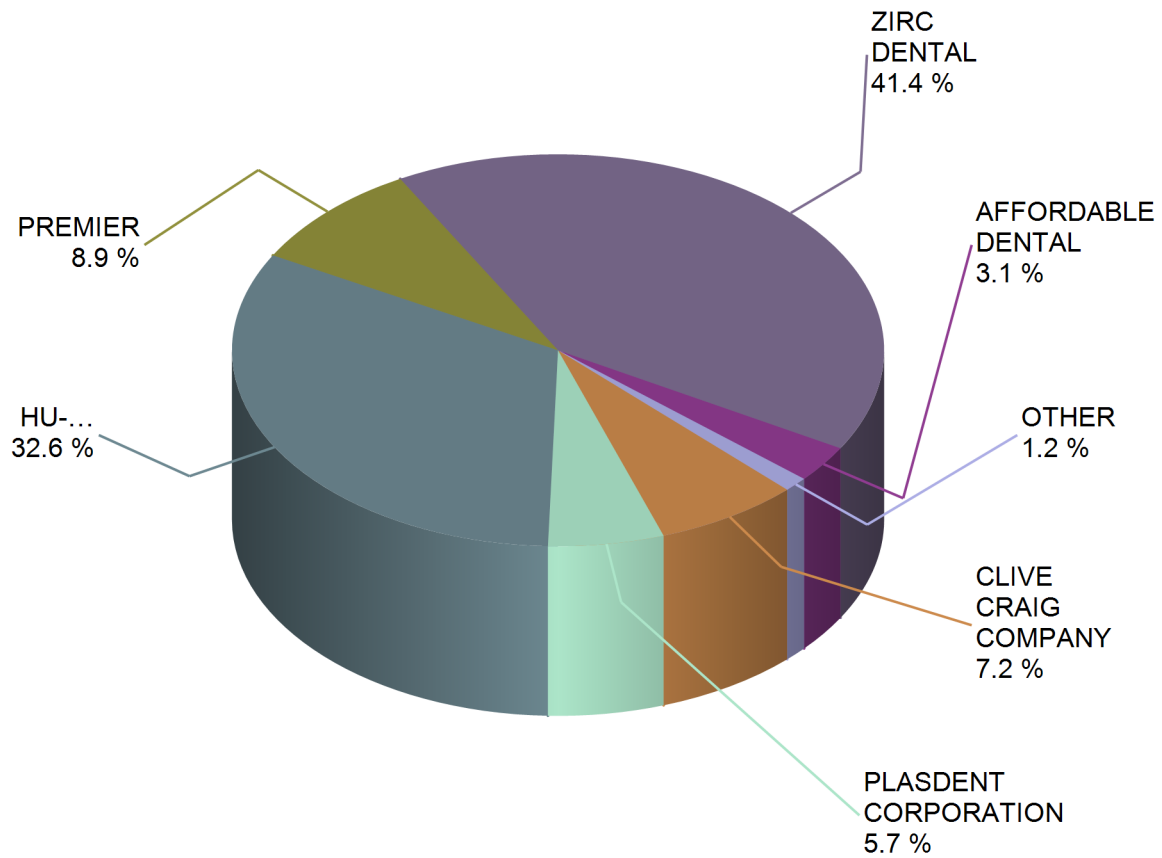
ZIRC DENTAL							
CABINET TRAYS	\$4,289.42	-33.0 %	704.00	\$6.09	9.8%	-0.2	-1.6
COMPOSITE ORGANIZER	\$13,018.83	3.9 %	222.00	\$58.64	29.9%	-0.2	7.5
IMPLANT ORGANIZER	\$726.31	-24.7 %	30.00	\$24.21	1.7%	0.6	-0.1
ZIRC DENTAL Totals :	\$18,034.56	-9.3 %	956.00	\$18.86	41.4%	0.3	5.9
Category Totals:	\$43,588.32	-22.2 %	2448.00	\$17.81	100.0%	1.1	3.7
Prior Quarter Category Total:	\$49,823.17						
Year To Date Category Total:	\$134,219.11						

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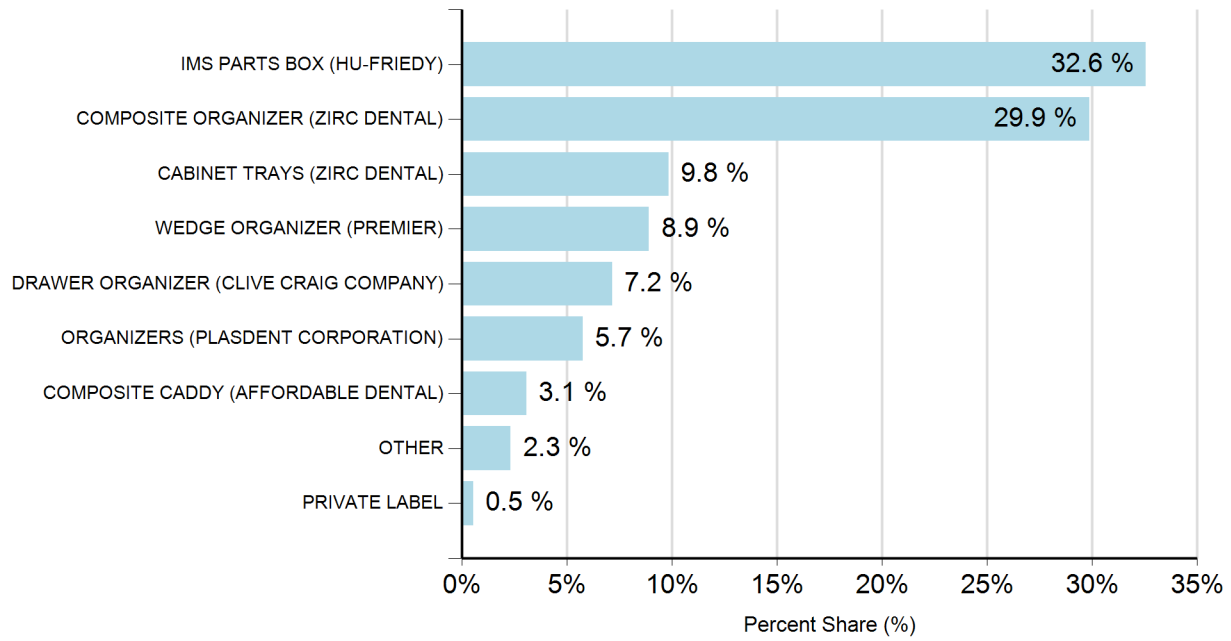
US DPMS Market Share By Manufacturer 3rd Quarter 2011

Plastic Ware & Organizers Organizers/Cabinet Trays



US DPMS Market Share By Brand 3rd Quarter 2011

Plastic Ware & Organizers Organizers/Cabinet Trays



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