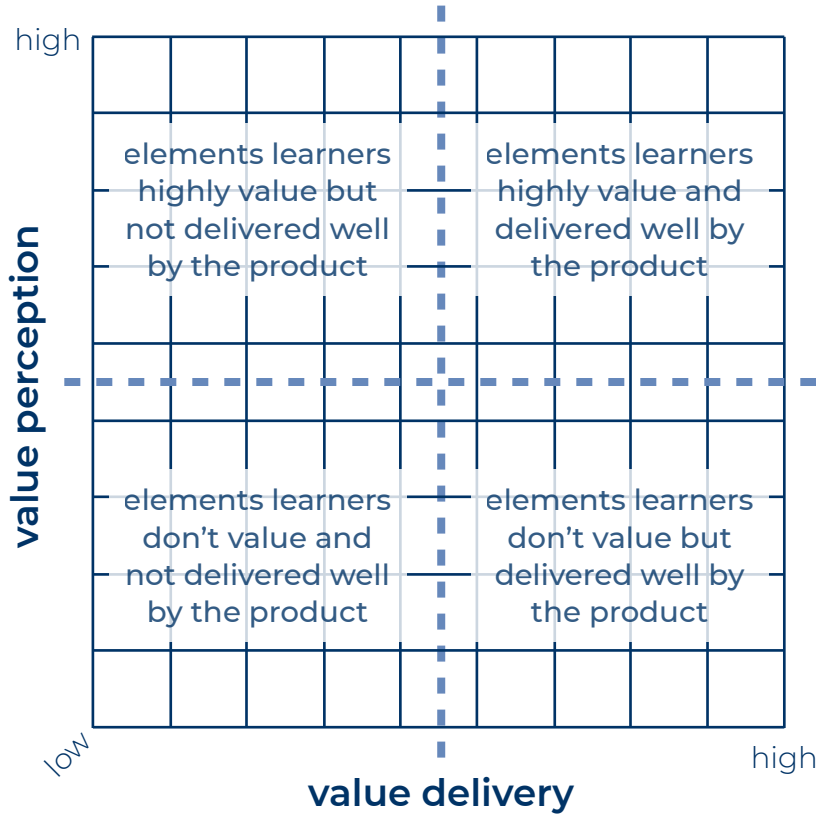


# PRODUCT VALUE PROFILE™



The tool evaluates, from low to high, the perception and delivery of various elements of a product (its value signals).

This example shows the profile of a fictitious product. Your product's value signals and ratings will vary.

