



**Stuart Hirschhorn  
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Stuart Hirschhorn is a consultant with the Floor Covering Institute. He founded Catalina Research to provide action-oriented executives with in-depth analyses of construction material and building equipment markets. The Catalina Reports reflects Stuart's three plus decades of experience compiling, analyzing, and forecasting U.S. Government and proprietary data to evaluate an industry or market.

Catalina Research has investigated all aspects of the floor coverings industry. The company's *U.S. Floor Coverings Industry* report is used as the base of statistics for *Floor Covering Weekly's* "Annual Statistical Issue". Stuart has been supplying this data to *Floor Covering Weekly* since 1991.

Catalina also publishes reports on Wood Flooring, Laminate Flooring, Ceramic Tile, Resilient Flooring and Stone Products. The National Wood Flooring Association is the sponsor of the Wood Flooring report. In addition, Catalina Research publishes the Floor Coverings Quarterly Update. All Catalina Reports cover product shipments, imports and exports, pricing trends, end-use markets, distribution channels, contractor data, plant operating ratios and profit margins, and the competitive environment.

Stuart works closely with the leading worldwide floor coverings manufacturers and distributors in analyzing sales trends, import/export opportunities, distribution channel strategies, and plant cost structure. Stuart has been a speaker at leading trade shows including the annual Surfaces show in Las Vegas, Nevada. Stuart was also a featured speaker at the October 2007 China Wood Flooring Export/Import Conference in Hangzhou, China.

Stuart also provided this type of data and information as president of Specialists in Business Information (SBI). SBI was founded in 1977 and sold to FIND/svp (now Guideline), a research-consulting company, in 1994. Stuart remained president of SBI until 2001.

Stuart's experience began in the formative years of the information industry, when he became a research analyst at Morton Research Corporation in 1969. Stuart's background includes a bachelors degree in economics from Baruch College, New York, New York and a masters degree in Information Studies from C. W. Post, Long Island, New York.