

# 2003 PLM F&A and CG Definition and Graphics

WW PLM Marketing  
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# F&A - segmentation

## Fabricated Metal Products

- Sheetmetal components
- Metallic components
- Structural
- Arms

## Industrial Manufacturing Machinery

- Metalworking
- Standard Industries
- Build-to-order Machinery

## Industrial Equipment

- Heating & Refrigeration
- Pumps, Pipes & Fittings
- Power Generation & Transmission

## Mobile Equipment & Products

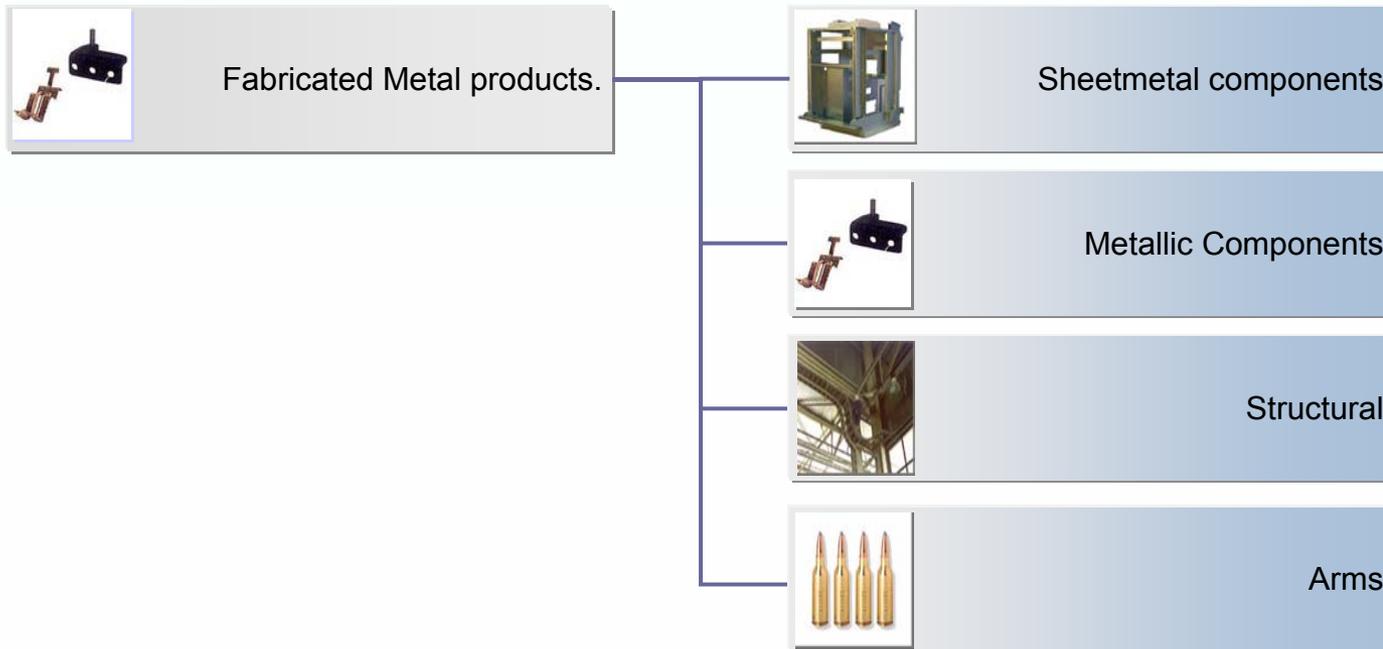
- Farm Machinery
- Materials Handling
- Industrial Transportation
- Military Vehicles
- Construction & Mining

## Trains

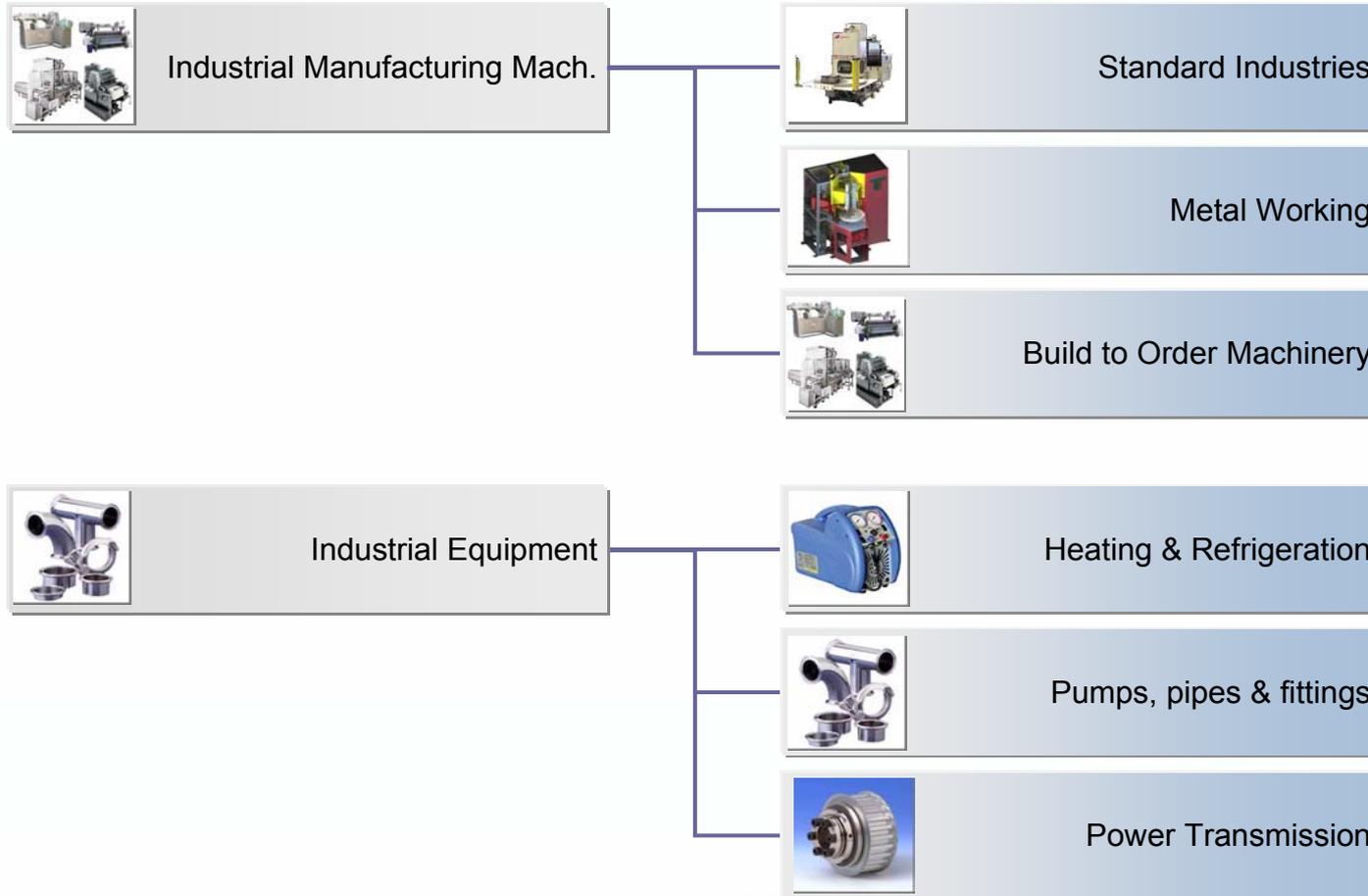
## Other Fabricated Products

- Tires
- Beverage Packaging
- Paper Products
- Glass Products
- Plastic & rubber Products

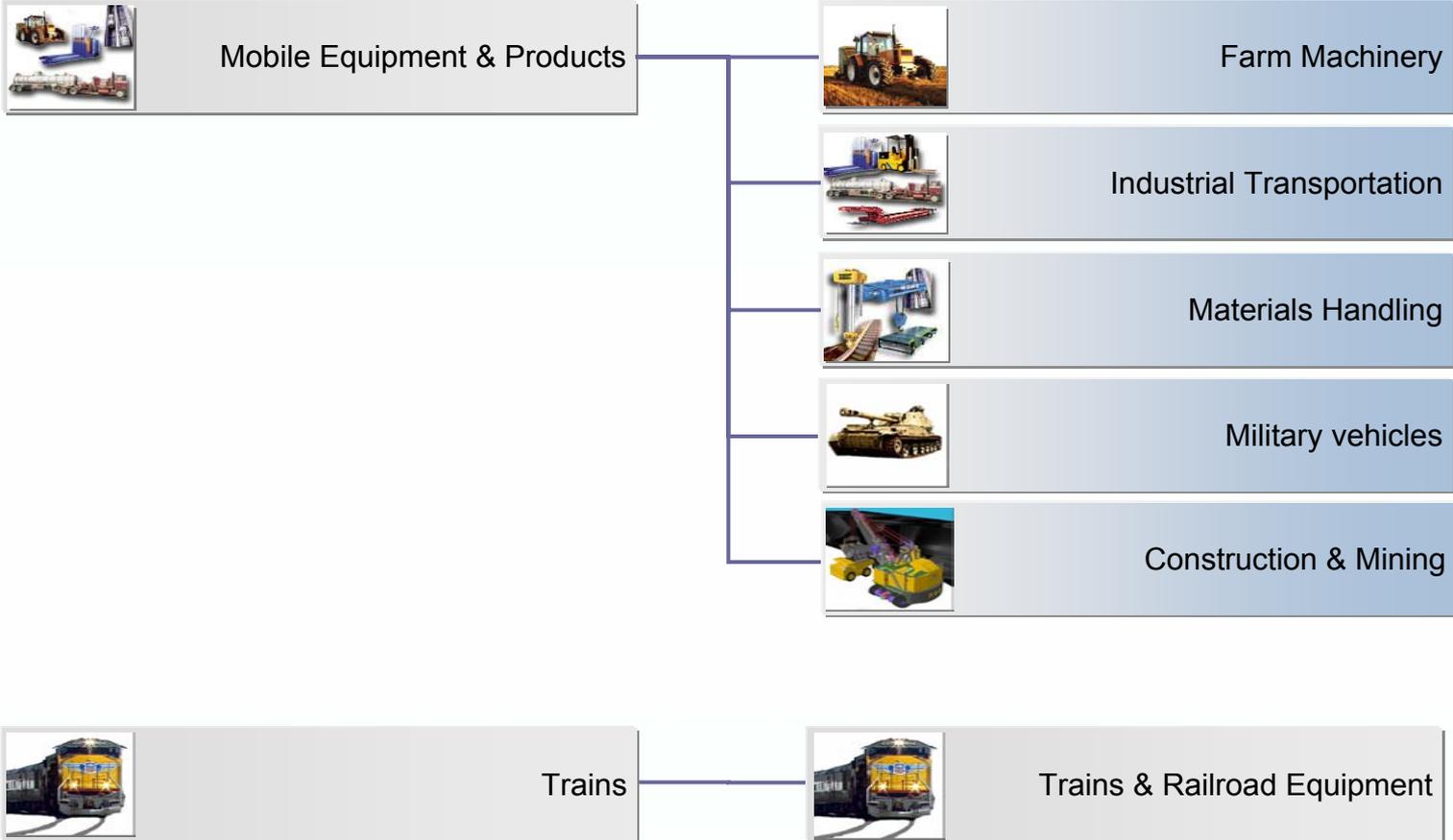
# F&A - segmentation



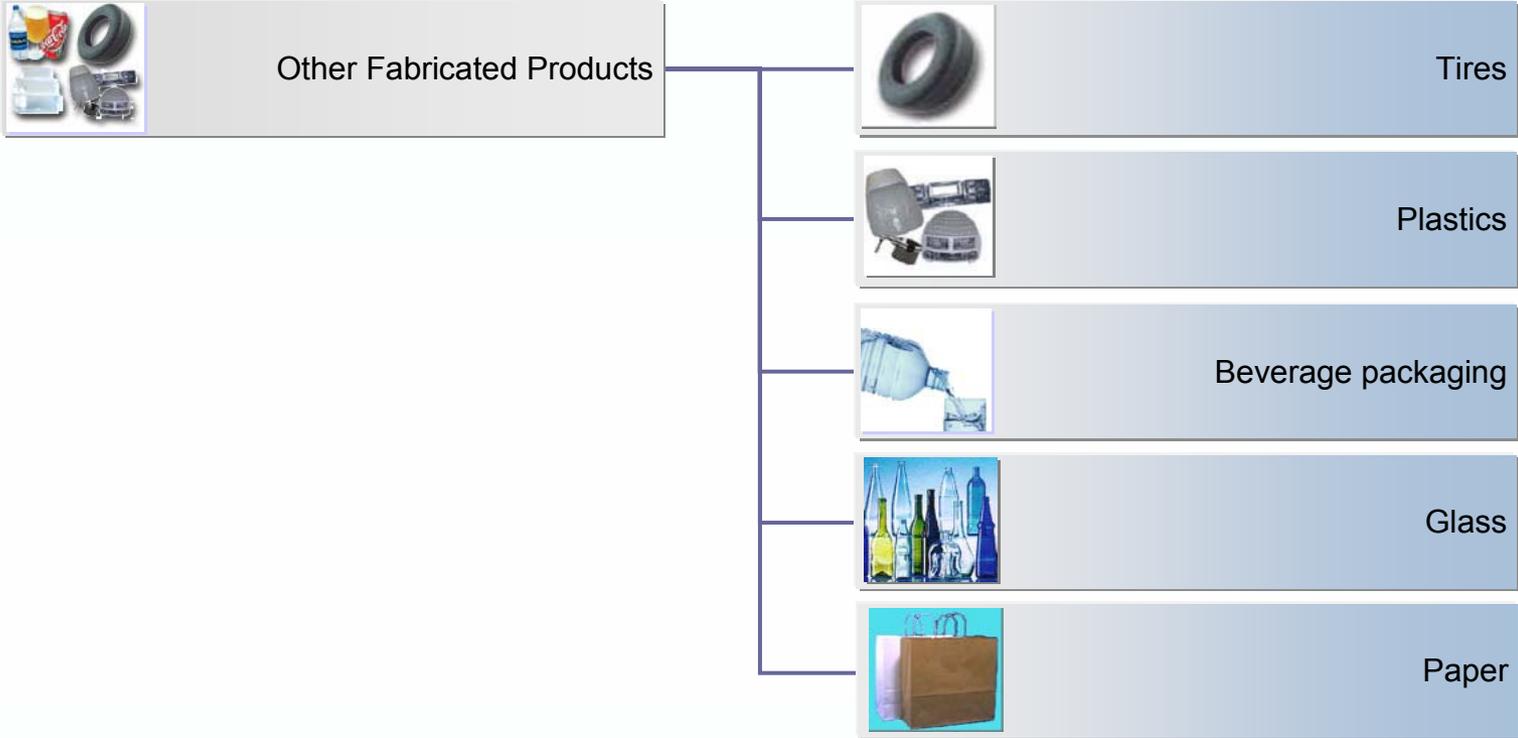
# F&A - segmentation



# F&A - segmentation



# F&A - segmentation



# Consumer Goods - segmentation

## Furniture

## Watches & Jewelry

## Home & Garden

- Home Appliances
- Hand Tools & Cutlery

## Leisure

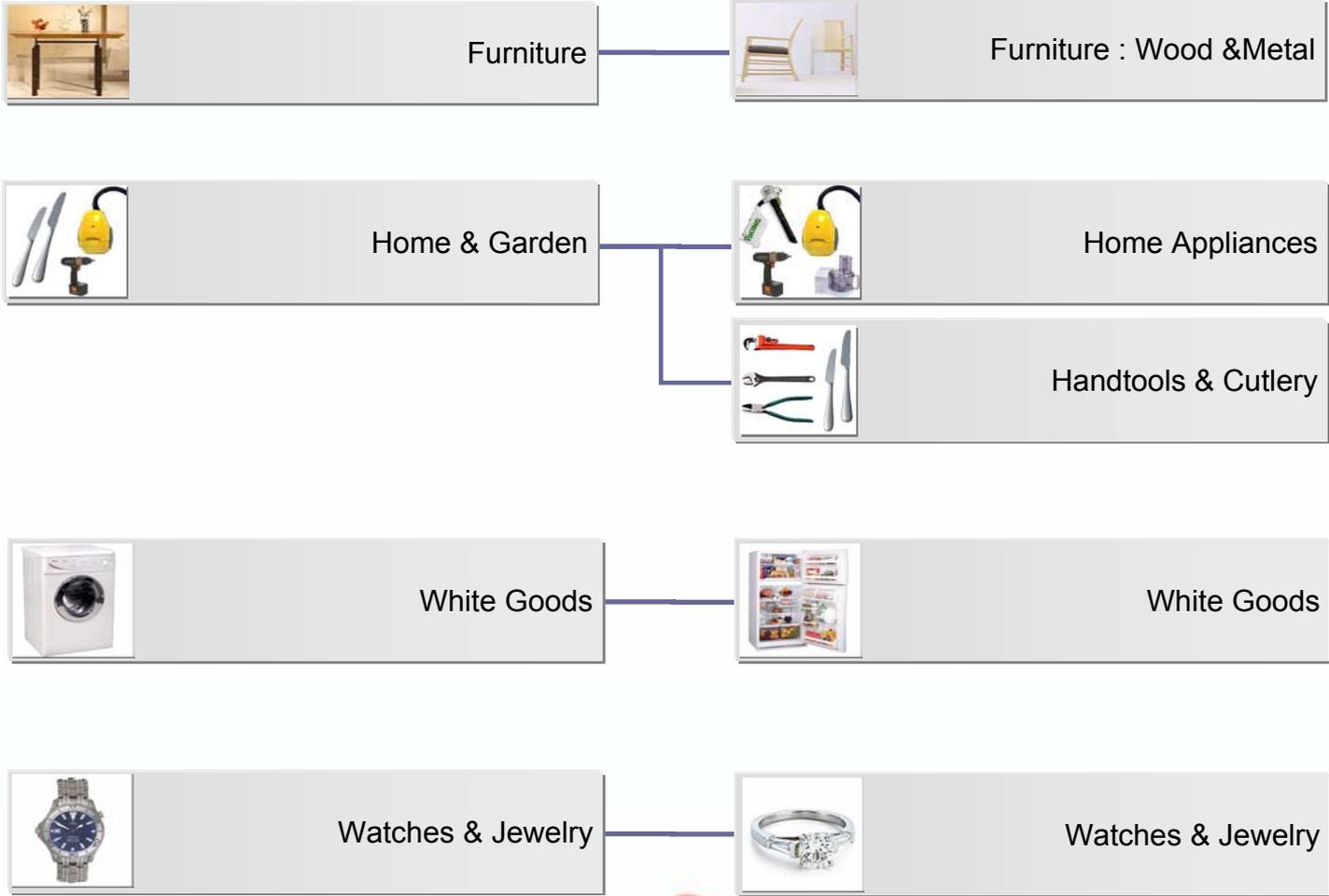
- Toys
- Sports equipment
- Musical instruments

## White Goods

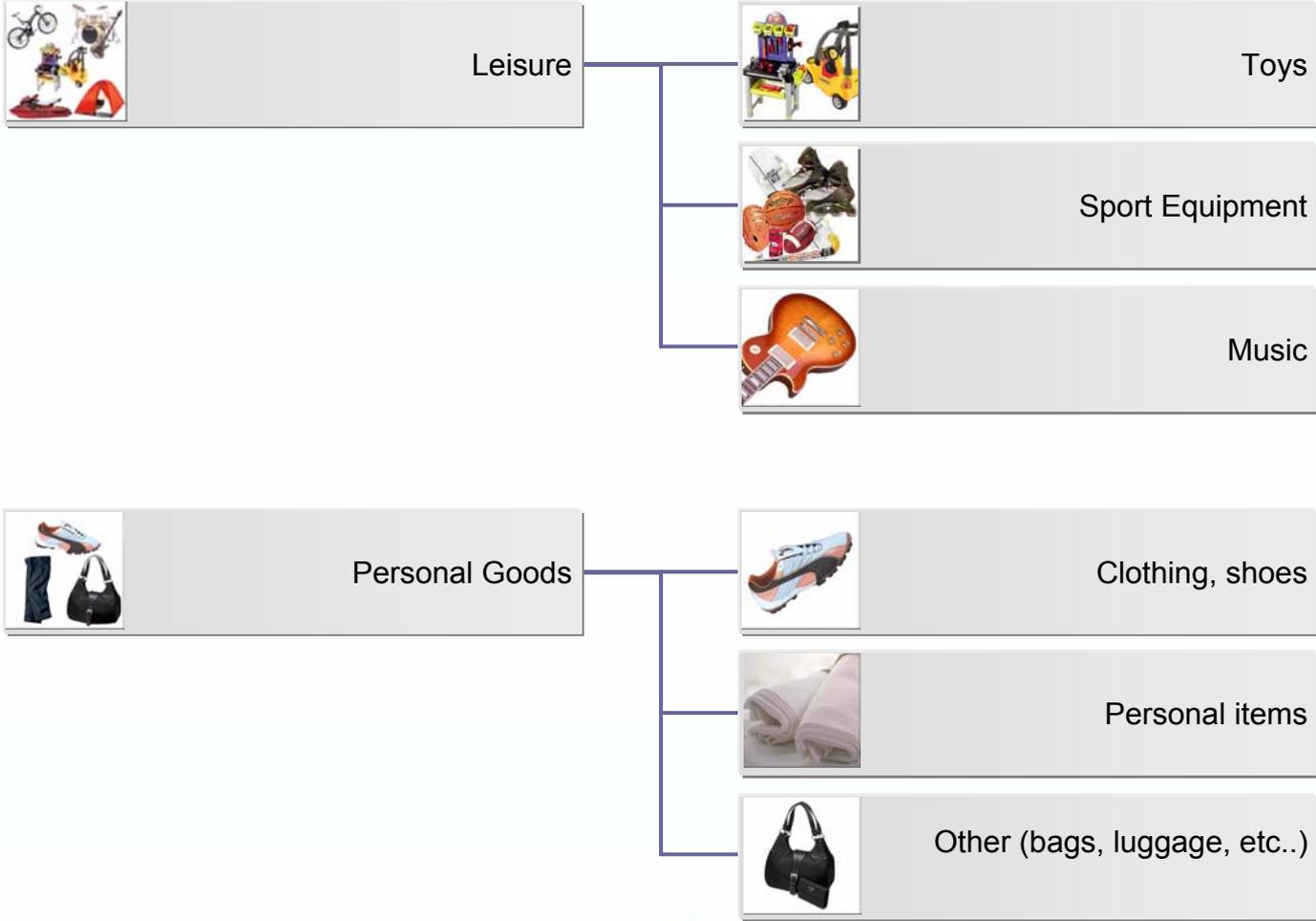
## Personal Goods

- Clothing, shoes
- Personal items
- Other (bags, luggage, etc..)

# Consumer Goods - segmentation



# Consumer Goods - segmentation



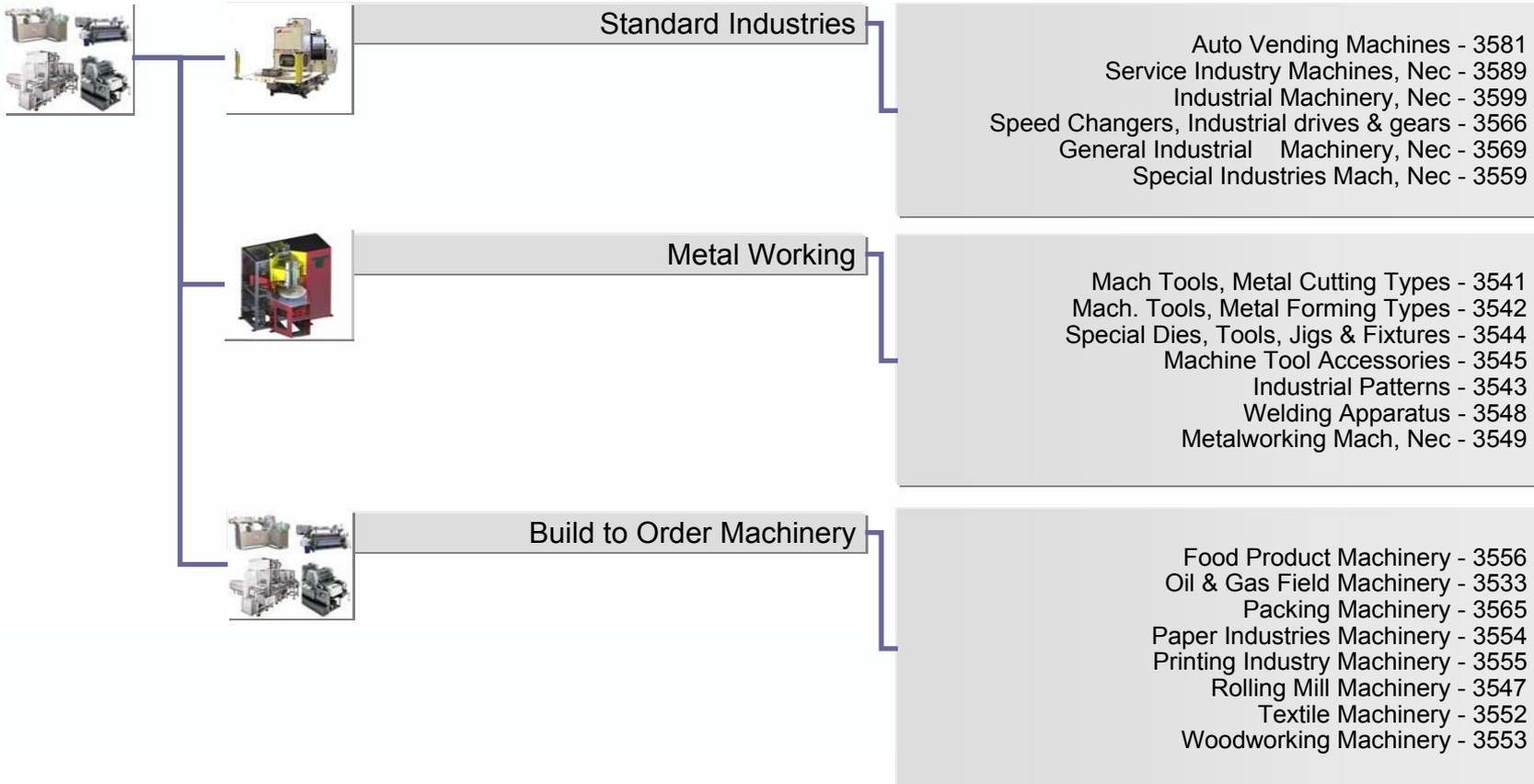
# Deeper in the Segmentation

## SIC CODES



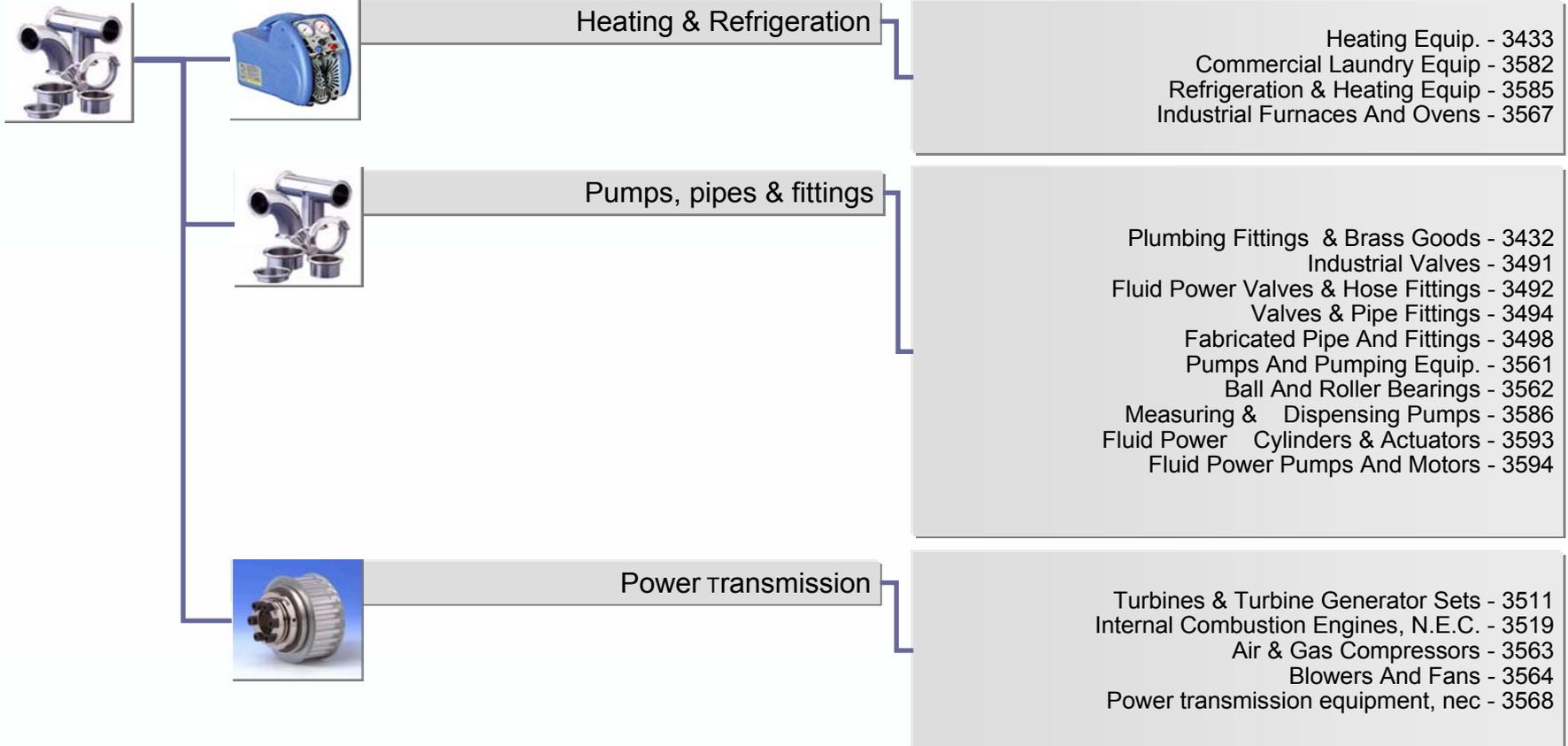
# F&A - Industrial Manufacturing Machinery

US Sic Codes



# F&A - Industrial Equipment

US Sic Codes



# F&A - Mobile Equipment & Products

US Sic Codes

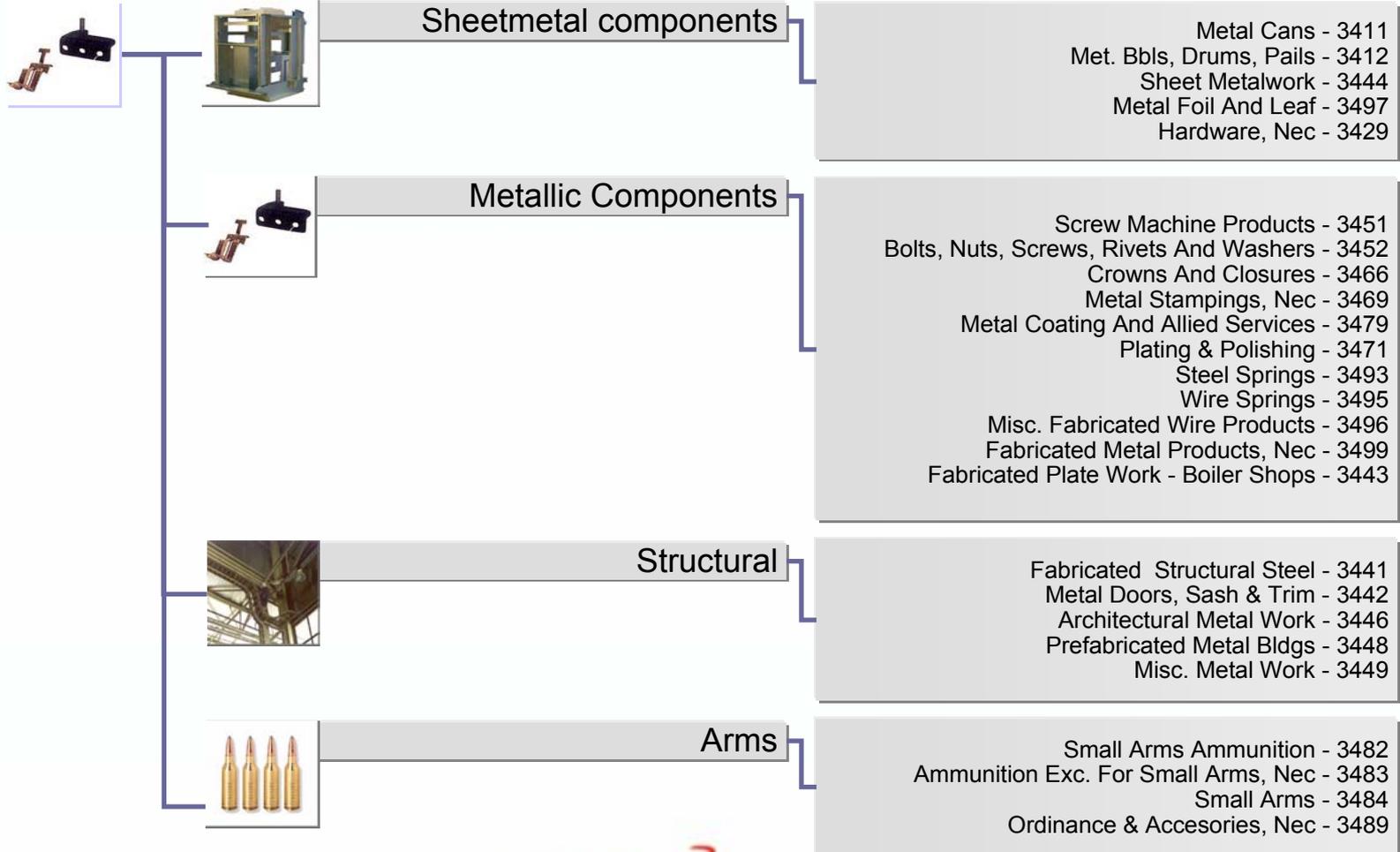


US Sic Codes



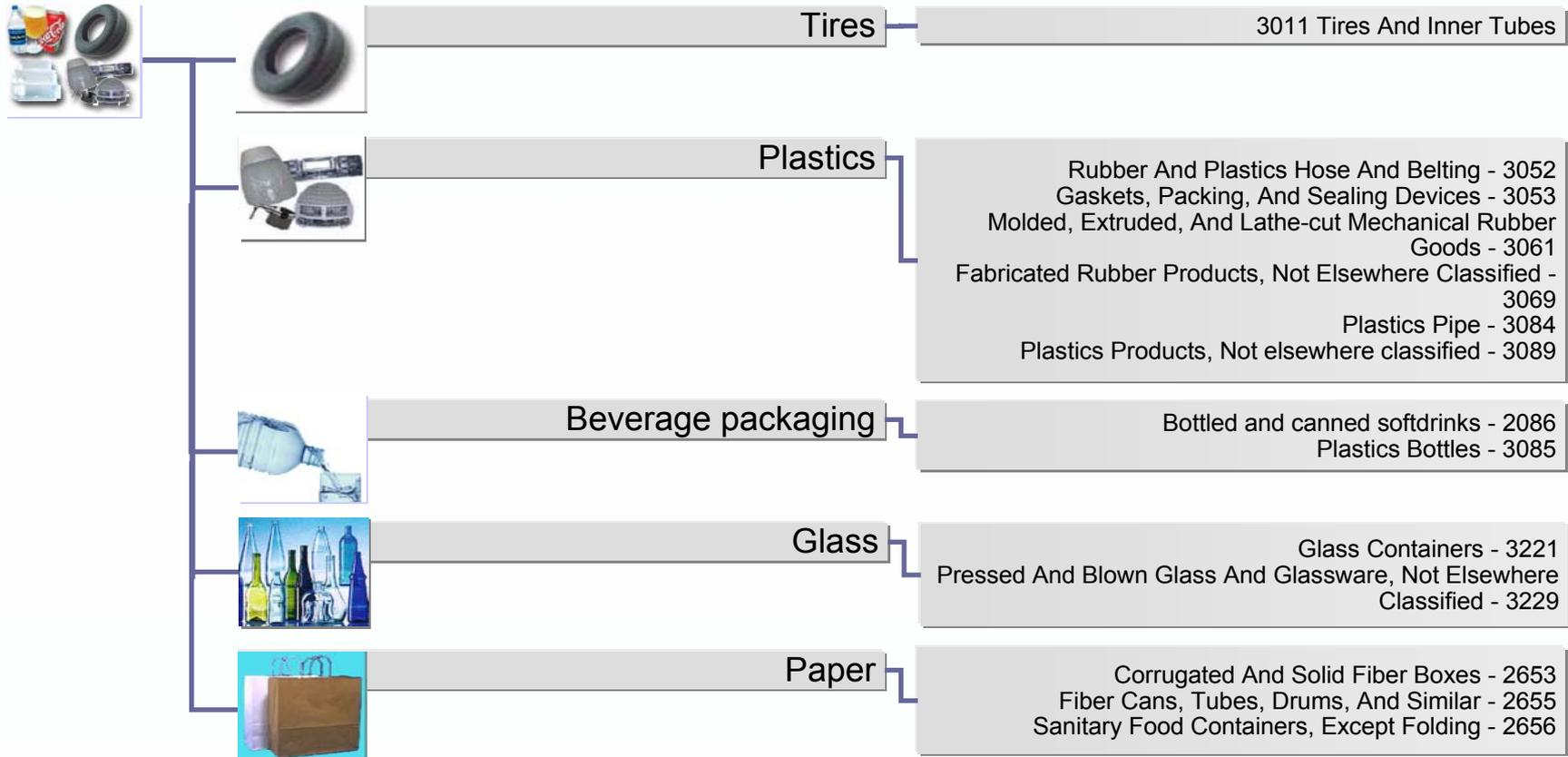
# F&A : Fabricated Metal Products

## US Sic Codes



# F&A - Other Fabricated Products

US Sic Codes



# CG - Furniture

US Sic Codes



Furniture (Wood & Metal)

- Wood Household Furn. - 2511
- Uphol. Househld Furn. - 2512
- Metal Househld Furn. - 2514
- Mattresses/Bedspings - 2515
- Wood TV And Radio Cabinets - 2517
- Househld Furn, Nec - 2519
- Wood Office Furn. - 2521
- Office Furn, Exc. Wood - 2522
- Public Building And Related Furn. - 2531
- Wood Partitions And Fixtures - 2541
- Partitions And Fixtures,Exc.Wood - 2542
- Venetian Blinds & Shades - 2591
- Furniture & Fixtures, Nec - 2599
- Wood Kitchen Cabinets - 2434
- Prefabric. Wood Buildings & Components - 2452
- Enameled Iron & Metal Sanitary Ware - 3431
- Manufacture of other wood, cork, straw... - 2499

# CG - Home & Garden



Home Appliances

- Power Driven Handtools - 3546
- Electric Housewares And Fans - 3634
- Household Vacuum Cleaners - 3635
- Sewing Machines - 3636
- Lawn & Garden Equipment - 3524
- Household Appliances, N.E.C. - 3639



Handtools & Cutlery

- Cutlery - 3421
- Hand And Edge Tools, Nec - 3423
- Hand Saws & Saw Blades - 3425
- Silverware And Plated Ware - 3914

# CG - White Goods

US Sic Codes



White Goods

Household Cooking Equipment - 3631  
Household Refrigerators And Freezers - 3632  
Household Laundry Equipment - 3633

# CG - Watches & jewelry

US Sic Codes



Watches & Jewelry

Watches, Clocks, Watchcases & Parts - 3873  
Jewelry, Precious Metal - 3911  
Jeweler' Materials & Lapidary Work - 3915  
Costume Jewelry - 3961

# CG - Leisure

US Sic Codes



Toys

Dolls And Stuffed Toys - 3942  
Games, Toys & Children'S Vehicles - 3944



Sport Equipment

Sporting & Athletic Goods, Nec - 3949



Music

Musical Instruments - 3931

# CG - Personal Goods

## US Sic Codes

