



Product Test Report Synopsis, 10/12/2005

Product Tested:	Escali Primo Multi-Functional Scale
Quantity Tested	134
Approval %	98%
Price Point Approval	86%

Test Criteria:

Average Score:

Quality	8.6
Appearance	8.9
Ease of use / preparation	9.5
Clarity of instructions	8.6
Effectiveness	9.2
Performance	9.3
Versatility	8.3
Uniqueness	7.2
Rated against similar products	8.6
Accuracy	9.1

Overall Rating	9.0
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Scale: 1 - 10 (1 being poor and 10 being excellent)