

# axis "TEST TEAM" PRODUCT EVALUATION

## TESTED BY

Name:

E-mail address:

Store Name:

Test Team Member #



## PRODUCT TESTED

Product Tested:

Experience with this product (1st time, have used in past, use it all the time)

Benchmark (what other product are your comparing against)

Used on: (what type / brand / model of garment / footwear)

Tested under what weather conditions

## SCORECARD

**(5) WOW-awesome-great stuff!** **(4) Better than expected.** **(3) What I hoped for.** **(2) I was hoping for better.** **(1) Disappointed by the product.**

	Score	Comments
Performance		
Ease of use		
Instructions		
Packaging		
Initial Impression		
Effectiveness		
Results versus expectations		
Results versus benchmark		
<b>Overall Score</b>		

Would you recommend this to friends/customers  YES  NO

Suggestions from use

Feedback from customers

Testimonial (I grant Axis permission to use this testimonial for marketing purposes, advertising)  YES

Photo included (I grant Axis Outdoor permission to use the attached photo for marketing or advertising purposes)  YES

I have enclosed / sent electronically \_\_\_\_\_ images. The image title is:

The image caption is:

Return your completed evaluation to Axis Outdoor and we will send you another product to test.  
 Each completed questionnaire earns you an entry in the drawing for exciting prizes.  
 Drawing will be held during the 2005 Outdoor Retailer Summer Market trade show.  
 Fax back to Axis Outdoor at: 425-303-1242 or mail to P.O. Box 1572, Everett, WA 98206

