

Stagnito Media Acquires Carbonview Research

Written by Australian Business

DEERFIELD, Ill., Sept. 27, 2013 /PRNewswire-iReach/ -- [Stagnito Media](#) announced today that it has acquired Carbonview Research, specialists in rapid-response, custom, primary market research and analysis for consumer packaged goods (CPG) manufacturers, retailers, and agencies.

Stagnito Media, America's fastest growing integrated information company serving CPG retailers, publishes leading print and online media that include Progressive Grocer, Convenience Store News, Private Label => Store Brands, The Gourmet Retailer, Retail Leader, and Hispanic Retail 360. Stagnito Media also produces top-tier retail industry events, such as the [Store Brands Decisions Innovations & Marketing Summit](#) and the [Hispanic Retail 360 Summit](#).

Since its founding in 2005, Carbonview has become a leading provider of panel-based market research and analyses that improve the performance of retail brands. Its ability to quickly deliver effective solutions to complex research challenges is a significant complement to Stagnito Media's information-based portfolio of products and services. The company acquisition will further strengthen Carbonview's organizational commitment to providing research in compressed timeframes, allowing brands the ability to make critical business decisions faster.

"As retail markets and shopper behavior become increasingly complex, the insights provided by Carbonview Research will become ever more important," said Harry Stagnito, President/CEO, Stagnito Media. "This is a perfect fit for our current research capabilities, and the acquisition continues our investment in extending our value to the retail market."

"At Carbonview Research, our primary goal is to provide productive, full service research solutions that also meet the time and budgetary needs of our clients," said Rich Ratcliff, President, CARBONVIEW RESEARCH.

"By joining Stagnito Media, we'll be even better equipped to deliver on that goal. Stagnito's

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leadership position in the market, comprehensive media resources, and depth of retail knowledge create significant synergies and the opportunity to provide more value than ever to the clients we serve." □ □

Stagnito Media is a portfolio company of Long Island, NY-based Topspin Partners, LBO.

Carbonview Research is a primary research consultancy founded in 2005

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