



## **MCAA Releases 2014 Bookings Data**

Poquoson, VA, May, 2015- For Immediate Release- 2014 bookings in the process measurement and automation industry grew approximately 14.2% according to data reported by MCAA members in various bookings reports.

MCAA collects data from its member companies for a variety of reports. On a monthly basis, we collect Domestic and Direct Export bookings information for the US, Canada and Rest of World. Quarterly, the Association collects more detailed information by product category as well as by end user industry. Bookings are also collected on a monthly basis from the distribution companies that are Channel Partner members of the Association.

Looking at data from companies that participated in the bookings reports consistently over the past 10 years, bookings continue on an upward trend following the “Great Recession” bottom in 2009. Over the five years since, bookings are up a total of 110%. 2014, however, represents the third highest growth rate of the five previous periods at \$3.9 Billion. Only data from companies that reported consistently over the 10-year period was used. Total actual bookings reported by all members participating in the bookings reports as of December 2014 was \$5.5 billion.

MCAA exists to help the management teams of process and factory automation product and solution providers run and grow successful businesses by offering timely, unique and highly specialized resources acquired from shared management benchmarks where proprietary company information is secure.