6XJDU &RDWHG WKLV LQFOXGHV IRRGV O
FRRNLHV LW DOVR LQFOXGHV RWKHU OHVV REYLRXVO\ VZH
KDPEXUJHU EXQV KDV6XJDUJHURWHQGWKHW)F$ SURSRVHG KDYL
VXJDU ODEHO RQ WKHVH SURFHVVHG IRRGV WKH IRRG LQG
DVNHG WR EH H[HPSW IURP WKLV DGPLWWLQJ WKDW FUDQ
JRRG 1RW RQO\ LV WKHUH QR DGGHG VXJDU YDOXH EXW W
UHFRPPHQGDWLRQV RI VXJDU RQ QXWULWLRQ ODEHOV ZKL
WKH :RUOG +HDOWK2UJDQL]DWLRQ ODEHOV GR
VXJDU FRQWDLQHG LQ WKH SURGXFW LW LV ODEHOHG LQ J
PDQ\ SHRSOH XQGHUVWDQG WKH VL]H RI D WHDVSRRQ QRW
/DVW :HHN 7RQLJKW6KRZ ULFDQ +HDUW $VVRFLDWLRQ UHFRPPHQ
WHDVSRRQV RI DGGHG VXJDU D GD\ \HW $PHULFDQV DUH F
$GXOWV KDYH WHDVSRRQV RI DGGHG VXJDU GDLO\ ZKL
WHDVSRRQ6XJDU&RD\WHG
1RW RQO\ GR IRRG FRPSDQLHV FRQFHDO WKH WUXWK E
VFLHQWLVWV ZLWK FRQIOLFWLQJ LQWHUHVWV WR SHUIRUP
¶V VFLHQWLVW -RKQ <XGNLQ ZDV LQGHSHQGHQWO\ SHUI
IRU WKH ERG\ 7KHUHIRUH WKH VXJDU LQGXVWU\ SDLG VFL
VKRZLQJ KRZ GLHWDU\ IDW ZDV EDG LQ6XJDU&RDWHG DNH W
VXJDU LQGXVWU\ EHJDQ WR KLUH 35 LQ RUGHU WR LQIOXHQ
EHLQJ WR PDNH VXUH WKDW WKHUH ZDV QHYHU D SXEOLF F
6LPLODU WR <XGNLQ¶V UHVHDUFK DUWLILFLDO VXJDUV VX
WKUHDW WR WKH VXJDU LQGXVWU\ 7KHUHIRUH WKH LQGXV
WKHVH SURGXFWV FRQFLGHQWDOO\ ILQGLQJ WKDW IDNH V
FRPSDQLHV DUH DOVR UHVSRQVLEOH IRU FRQIOLFWLQJ LQV
&RDO VSRQVRUHG D VWXG\ WKDW SURYHG VXJDU LQ VRIW G
$GGLWLRQDOO\ LQ FRRUGLQDWLRQ ZLWK 0F'RQDOG¶V WKH
ZKLFK DLPHG WR SURYLGH KHOS WR WKRVH ZLWK WKH FKU
WKURXJK GLVHDVHV OLNH GLDEHWHV DQG FDUGLRYDVFXOD
PDLQWDLQ JRRG KHDOWK WKH VXJDU LQGXVWU\ LV KLGLQJ
5HDG\ WR HDW FHUHDOV DUH RQH RI WKH LWHPV WKDW
+RZHYHU QRW PXFK RI WKH SXEOLF LV DZDUH RI WKLV IDF
VDIH EUHDNIDVW FKRLFH 2QH UHDVRQ IRU WKLV LV WKH ID
ZLWK PLVOHDGLQJ FODLPV ZKLFK OHDG FRQVXPHUV WR EHO
DUH DPSOH H[DPSOHV RI EUHDNIDVW FHUHDOV ZLWK RXWOD
GHFLVLRQV
0DQ\ FHUHDOV FRQWDLQ DQ DEVXUG DPRXQW RI VXJDU
EHWZHHQ HDWLQJ WKDW RU)RRG3RLVRQLQJ¶V UHDVRQV

+HDOWK\ 'LHW

*RLQJ DORQJ ZLWK WKH IRXU GLIIHUHQW W\SHV RI DSS
IRRG WKHUH DUH DOVR WZR ELDVHV WKDW FRPH LQWR SO
QHJDWLYH ELDV LV DQ RYHUHVWLPDWLRQ RI WKH QHJDWLY
RU VXJDUV 7KLV JLYHV WKH FRQVXPHU DQ RYHUDOO QHJD
IDOVHO\ MXVWLILHG 2Q WKH RWKHU KDQG WKH RSWLPLV
FRPSRQHQWV DQG DQ RYHUDOO IRFXV RQ WKH SRVLWLYH L
SURGXFWV 7KLV LQWHUSUHWDWLRQ FDQ DOVR FRPH IURP
ODEHOLQJ RI WKH SURGXFW 7KURXJK WKHVH ELDVHV GLI
IDFWRUV FRQVXPHUV DUH JXLGHG WRZDUGV PDNLQJ SDUW
FHUWDLQ IDFWRUV WKDQ RWKHUV WKURXJK D VSHFWUXP R

,Q WHUPV RI WKH SURGXFW UHDG\ WR HDW FHUHDOV F
WKURXJK VHYHUDO GLIIHUHQW W\SHV RI FODLPV 7ZR KLJK
KHDOWK UHODWHG 1XWULHQW FODLPV KLJKOLJKW WKH EH
6LPLODUO\ D KHDOWK FODLP VXJJHVWV D UHODWLRQVKLS
SURGXFW DQG D SRVLWLYH HIIHFW RQ FRQVXPHU KHDOWK
+HDOWK FODLPV FDQ DOVR WDNH WKH IRUP RI OLVWLQJ KH
³YLWDPLQV ´ ³PLQHUDOV´ GLHWDU\ ILEHU´ DQG ZLGHO\ DG
FODLPV FDQ DOVR EH PDGH ZKLFK HPSKDVL]H WKH SURGXF
IRRG DGGLWLYHV DOOHUJHQV JHQHWLFDOO\ PRGLILHG RU
WKDW FDQ EH PDGH DUH ZKROH JUDLQ DQG RUJDQLFDOO\ F
KLJKOLJKWHG WKURXJK WKH ODEHOLQJ RI FHUHDOV DQG FD
RI RQH FHUHDO RYHU DQRWKHU +RZHYHU PDQ\ RI WKHVH
WKH SXEOLF)RU H[DPSOH 6FKZDUW] HW DO GHT€