# Market Cube becomes the Exclusive Manager of The Farnsworth Group’s Specpan Panel

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The Farnsworth Group, a market research firm providing services to the building product, hardware and home improvement sectors, has chosen Market Cube to become the exclusive manager of the Specpan Panel on Market Cubeâ€™s Panel Cube platform.Â  As well as this, Market Cube will contribute comprehensive panel management services to the business help assist and develop the member experience for Specpan panelists.

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The Farnsworth Group aims to optimize and modernize the panel in the most efficient manner possible.Â  â€œIn the midst of a competitive marketplace, Market Cube has allowed us to advance our business in front of the pack by eliminating laborious, legacy processes,â€• says Grant Farnsworth, Managing Partner of The Farnsworth Group.Â  â€œMarket Cube has provided us with a cutting edge platform, plus top notch panel management services.Â  We look forward to leveraging this new advantage, along with our over 100 years of combined industry experience, to ensure our clientsâ€™ success.â€•

Ted Pulsifer, Principal at Market Cube, agrees: â€œWe are thrilled to support The Farnsworth Groupâ€™s growing needs with c comprehensive and low-cost software and services. This is a wonderful opportunity for Market Cube to leverage our technology and expertise to help our partner to reduce operational burdens and to focus on growing its business.â€•

The Farnsworth Group is a full-service research firm serving manufacturers, retailers, wholesalers, hardware dealers and distributors in the building products, hardware, home improvement, lawn and garden industries. The Groupâ€™s proprietary online panel, Specpan, specializes in business-to-business panels. The Farnsworth Group is headquartered in Indianapolis, IN. Learn more at http://www.thefarnsworthgroup.com.

Market Cube is an online sample and research operations, panel services, and technology services company that owns proprietary panels with millions of respondents worldwide. Market Cube is headquartered in Charleston, SC. Learn more at http://www.market-cube.com