

## **APPENDIX I: INTERVIEWS WITH EXPORTING CANADIAN PRINTERS**

### **1. AUTY**

Auty is owned and managed by Brian Auty with whom the interview was conducted. The majority of its business is the printing of logos or promotional claims on a variety of products such as mouse pads and refrigerator magnets. In addition, Auty also produces car decals and in-store custom signage. The company is located in the Toronto area, employs 30 people, and had revenues of \$2.5 million in 1992. The majority of its work is completed on 2 semi-automatic Svecia off-set screen presses. Auty purchased a Columbus, Ohio company called A.S.P. and renamed the company Auty, United States. Recently, the partnership was officially ended, but an unofficial working relationship still exists. Auty has been extremely successful in exporting to the United States. Nearly one quarter of its revenue is generated from U.S. exports.

#### **Why did you expand to the U.S.?**

"When the Canadian dollar was very high it was extremely hard to export Canadian goods into the U.S., so we bought into an existing company in Columbus and changed it's name to Auty Printing, United States. We experienced strong growth because of the marketing experience we contributed. The company we bought was smaller but it did the same kind of screen and offset printing."

#### **Do you still export?**

"Yes, about \$750,000 of our \$3.25 million in total revenues is export revenue from Arizona, Chicago, etcetera. We don't have the official partnership anymore because the U.S. partner didn't want to risk their equity in our expansion plans. However, we still work together and Auty saves a considerable amount of money by this unofficial partnership."

#### **Why can you export so far?**

"Because our product is unique. Car decals, fridge magnets, mouse pads, in store custom signage are a few of the products we print or print on. There is competition, but the marketing materials used by Auty get the prospective client interested and let them know that a reputable company is calling on them. We distribute our marketing materials at trade shows that I personally attend. We also have a 1-800 number. In addition, Auty is willing to satisfy all the customer needs that other printers are unwilling to do. For example, we have a customer who wants the final product shipped to 100 destinations instead of one. This requires special packing of the product which other suppliers wouldn't do. We could solve their problems for them so this made it (the sale) happen."

#### **How do you generate most of your export sales?**

"At trade shows I may generate 1000 to 1500 leads. I give them my marketing materials which consist of company newsletters (with new and future products of interest to the client) and our catalog. At the show I will explore the prospects background and whether or not it would be justified to make a personal call to the companies key decision makers. I will take their name down for my mailing list and keep in contact by sending out newsletters to keep them interested."