

The results of the survey showed that the majority of the respondents who imported in 1988 were satisfied with their suppliers. One supplier expressed dissatisfaction with the inconsistent quality and sheet formation of the product. The reasons given for purchasing from current suppliers included:

- lower prices (43.5% of respondents);
- not available in the United States (39.1% of respondents);
- superior quality (13.0% of respondents).

Almost 35% of the respondents who had imported in 1988 indicated that the devaluation of the U.S. dollar against many currencies had increased the cost of their imports. Just over 30% of the respondents indicated that they did not expect the devaluation to affect the cost of their imports. Of the remaining importers, approximately 17% did not know the effects of the devaluation of the dollar on the cost of their imports, while another 17% thought that the devaluation actually led to a decrease in the costs of their imports.

The majority of respondents (76%) had not tried Canadian printing services. Of these, 73.7% were interested in hearing more about Canadian companies and their potential to replace increasingly expensive European and Japanese products. Some respondents who had not tried Canadian sources of supply expressed a lack of interest in hearing more about Canadian companies. The reasons for the lack of interest varied from their satisfaction with existing suppliers to the non-availability of specialized services in Canada. Almost 78% of those respondents who had tried Canadian sources of supply reported that they were generally satisfied with the Canadian suppliers.

Respondents interested in Canadian suppliers most frequently identified brochures (78%), industry publications (50%), personal contact by the company (32.5%), contact by a company representative (30%) and industry trade fairs (30%) as the preferred means of obtaining preliminary service and product information. Recommendations from personal contacts and industry publications were identified by the importers as key factors in the purchasing decision.