

to create complimentary systems. Once distributors have been appointed, Canadian manufacturers should be prepared to apply considerable effort in developing an effective selling relationship. In view of the complexity of the California market and the large number of distributors operating in the area, Canadian companies may find that their best course of action is to work with distributors through their own "on the spot" marketing. Canadian manufacturers wishing to sell components or technology will need to look outside the usual distribution channels for representation.

Computerized control and automation systems, lazer technology, castings, and electrical systems all have potential. Opportunities exist for packaging machinery that can effectively cut production costs. Form-fill-and-seal equipment, case handling and sealing equipment, and materials handling equipment appear to offer excellent prospects.

Canadians should be aware of their need to be competitive in technology and to maintain a high level of research and development to enable them to produce new and innovative machines. A lack of research and effective marketing will inevitably result in a loss of Canada's market share to other international suppliers on the U.S. market. It is apparent that the level of competition will continue to increase in the packaging machinery market.

In order to capitalize on the serious interest level that this study has created, Canadian manufacturers should seriously consider developing effective marketing strategies for the machinery market in California.