

CAL-WEST PACKAGING ASSOCIATES (Continued)

company sells to most industrial groups but tends to concentrate on food, drug, chemicals and fertilizer manufacturers. Cal-West's sales territory consists of California, Arizona, and Nevada. The company feels that micro-processors represent an interesting trend for the future; they are interested in finding and working with new suppliers. They had heard of Langen and Hudson (Markham, Ontario), but have had no long term dealings with any Canadian companies. They are interested in finding new sources and suppliers, at present they are specifically interested in labelling and capping machinery. Cal-West exhibits at West-Pack but not the PMMI and belongs to the Western Packaging Association.

INTERNATIONAL SUPPLY COMPANY

229 Harrison Street,
Oakland, CA 94607
Mike Falleria, Owner.

(415)832-0434

International Supply concentrates on smaller sized machines. The company concentrates on vacuum packers, band sealers, conveyors and materials handling equipment. The most popular selling machine is a band sealer which sells at between \$4,500 and \$7,000 mainly to the electronics industry. International sell about twenty-eight of these machines a year. The company's main customer for vacuum packaging equipment is the fishing industry, their main machine is for packing fish portions onto foam trays. International imports much of it's machinery from Japan. No brand names were mentioned. International sells all over the U.S. and employs six salesmen. The company's main customers are small entrepreneurs in the food industry. Mr Falleria is interested in finding new suppliers, he is specifically interested in locating a portable, reasonably heavy duty pallet wrapper at around \$10,000, he says there is nothing of this sort available from American manufacturers.

JAY VEE EQUIPMENT COMPANY INC.

1155 Triton Drive,
Foster City, CA 94404
Jim Fisher, Partner.

(415)574-7484

This company specializes in selling packaging equipment to supermarkets. Their most popular machine is a size A12 Weldom shrink wrapper. This machine sells for around \$20,000, the company sells approximately fifty a year. The company's other popular machine is the Hollomatic hamburger pattie maker. No details of sales volume were available, the company's sales territory is Northern California. Jay Vee uses four salesmen. The company installs and services the machines it sells; stocks of spares are also kept.