

CP Air test markets new products for exporters

AN UNUSUAL degree of involvement with air freight shippers has been offered by Canadian Pacific Air Lines for several years and over a wide spectrum of the airline's worldwide route structure.

To assist would-be exporters to obtain accurate market readings Canadian Pacific will undertake for its air freight staff to take a new product into a foreign or Canadian market and test the initial acceptance of the product in that market.

A typical example is the personal experience of Warwick Beadle, Canadian Pacific's manager in New Zealand, with an Australian fire control method which he personally tested in Vancouver. The product was a type of blanket in a lidded bucket, impregnated with a special solution. Its purpose was to douse fires in sensitive areas, be they enclosed, or high security situations, could be doused by

opening the bucket and smothering the outbreak with the blanket.

Mr Beadle took the sample package to a number of potential users, such as military establishments and hospitals, and rapidly discovered a very keen interest in the product. Within a matter of months Canadian Pacific aircraft between Australia and Canada were hauling considerable quantities of the buckets.

A Canadian product which is currently attracting manufacturers' attention in New Zealand is a simple woollen hand mitt which is used widely in Canada for clearing the ice from motor vehicle windshields. The airline initiative has discovered New Zealand manufacturers who are actively interested in producing the mitt from New Zealand sheep skins.

In simple terms the Canadian Pacific Air Lines freight offices will research and

locate possible markets for would-be exporters. They will accept an initial sample and find possible buyers for the product.

The airline's staff will also advise on packaging, with particular attention to package density, overall dimensions and weight considerations which have a vital impact on costs of air freight.

They will also advise on questions of price, frequency and freshness to ensure that the new product makes the optimum impact on the market it is seeking to penetrate.

One are under examination through this service is electronic componentry, where high workmanship standards in one country can be complemented by low assembly costs in another.



CANTERBURY VENISON

New Zealand Venison is fast becoming appreciated as a unique alternative to traditional red meat. Low in fat and high in protein, Venison from New Zealand is prepared under the same strict quality standards as the now familiar New Zealand Lamb. The consistency of availability

12 months of the year, consistent quality and character of "Canterbury Venison" from New Zealand provides a real alternative to restaurateurs and consumers alike.

Fortex Group are processors of Lamb, Sheep, Goats and Venison — Fortex represent 45% of New Zealand's Farm Venison exports — our "Canterbury Venison" brand is available in Canada through Canada Packers Food Service. For further details please contact your nearest Canada Packers Food Service Rep.

Incorporating
Canterbury Venison (N.Z.) Limited
Canterbury Meat Packers Limited
Cattle Services Limited

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