

Journals that serve the existing U.S. trade can also provide useful insights for the potential exporting firm. For example, *American Printer*, in September 1993, ran an article of particular interest, "How to Conduct Market Research". The item is a case study documenting the efforts of Printing Arts in Minneapolis to find and explore new opportunities in the existing account base of the firm. The program is described as providing Printing Arts with information such as client mission statements, marketing directions, geographic markets, status of competitors, and history with Printing Arts.

The August 1993 issue (v. 211) of *American Printer* reminds firms to stick to niches that have proven to be successful. The article makes the point that past success can be transferred to new markets. This echoes the view of many of the Canadian executives who had successfully penetrated the U.S. market.

Firms wishing to find a niche in a quality-based strategy might look at a review of Total Quality Management (TQM) in the same issue of *American Printer* (August 1993). TQM was seen as a necessity in maintaining a competitive edge in today's competitive environment. A case study of the successful niche strategy of HM Graphics of Milwaukee, Wisconsin is described in the July 1993 (v. 211) issue. According to the article, HM Graphics discovered that many of their customers were utilizing quick printers for short-run one and two color work. However, these competitors were unable to satisfactorily meet needs for add-ons such as die cuts, perfing, and folding. HM Graphics expanded into this marketplace and quickly found that profits were 30% higher than it projected.

A case study of how Japs-Olsen Printing, a commercial printer in Minneapolis with sales of \$47 million (US), has profited from sales of labels is included in the March 1993 (v. 210) issue of *American Printer*. Japs-Olsen President Bob Murphy, claims that the label niche is recession proof, but intense competition makes profit margins narrow. The experiences of Atlanta-based First Image Demand Publishing in the high tech, on demand printing arena are discussed in the February 1993 (v. 210) issue of *American Printer*. From a single site in 1981 First Image has grown into a \$21 million (US) firm with offices in Atlanta, Georgia; Los Angeles and San Jose, California; and Seattle, Washington. It has successfully targeted the needs of Fortune 100 firms for high volume and fast turnaround on demand printing.

Firms who wish to follow a product or process niche based strategy should examine the January 1993 issue (v. 210) of *American Printer*. The article, titled "What's Hot for 1993" cites