

in the Northeast U.S. are not as large as those for conventional furnaces, boilers, and water heaters. The air-to-air heat exchanger market has grown rapidly in the past few years, and will be quite attractive to Canadians if growth continues. That may depend upon new construction levels as well as on product acceptance. The market for wood and coal furnaces and boilers is much smaller than the market for oil, gas, and electric products, and already has a number of Canadian participants. The market for gas conversion burners is both small and declining. U.S. participants believe it to be less attractive than other markets.

### Conclusions

Canadian heating products are well thought of in the U.S. and can expect to be well received if Canadian manufacturers choose to enter U.S. markets with them. Most markets for heating products in the Northeast U.S. are reasonably attractive, and deserve the serious consideration of Canadian manufacturers. Those that choose to participate should remember to:

1. Plan an organized approach to the market, including identifying customers and potential sales volumes.
2. Arrange for logistics, including transportation, customs clearing, and product testing and labeling. Arrange (with a manufacturer's representative if necessary) for distribution.
3. Conform to U.S. practices in quoting prices and terms, promoting and supporting products, communicating in English, and handling customs and tariffs so that they are "invisible" to U.S. customers.