

5.0 DISTRIBUTION CHANNELS AND METHODS

During the course of the study we contacted all distributors, agents, and sales representative companies we could discover located in the market area. Questions of Canadian machinery supply, interest levels in Canadian products, and the distribution methods being used in the market area were discussed. The information obtained is presented in the following sequence.

- A summary of findings resulting from distributor interviews together with recommendations to Canadian machinery manufacturers.
- Selected interviews with distributor organizations designed to provide a wide range of market information. Interviews with distributors located in the Pacific North-West are included.
- Additional data on distributors not presented in this section is contained in the Appendix. Together, the interviews and Appendix data provide a thorough listing of distributors who are operating in the market area.

5.1 SUMMARY OF FINDINGS IN DISTRIBUTOR INTERVIEWS

Thirty-one Canadian packaging machinery manufacturers participated in this study. Thirteen of these manufacturers have some form of sales representation in California. Ten of the companies are operating through distributors located in the Los Angeles or the San Francisco marketing areas, whilst two Canadian companies operate through