

- hardware represents an insignificant component in their business;
- imported product is not available in Canada.

The overwhelming majority of U.S. importers responding to the survey were interested in receiving product lists and prices in the mail from Canadian firms. Many also indicated a preference for direct contact by the Canadian firm or information provided through industry publications.

Information provided by the manufacturer (as compared with other sources of information) was reported as the most frequently used in the purchasing decision. Personal contact was ranked second while industry publications were cited by 11.9% of respondents as a source of information on products and sources of supply. The major publications read are *Distribution Link Magazine* and *Fastener Technology*. The most popular trade fair was said to be the "National Industrial Fasteners Show" in Columbus, Ohio.

In response to the question of the effect on their purchasing policy of the Free Trade Agreement between Canada and the United States, almost a third of U.S. importers interested in Canadian sources of supply reported that they would most likely increase their purchases from Canada. However, only one respondent had reported that existing duties were a barrier to sourcing from Canada. Approximately 17% of the respondents had not considered the impact of the Agreement, while about 51% did not expect the Agreement to have any effect.

While 87.8% of the respondents are interested, in general, in hearing from Canadian companies about available products, eight U.S. importers are currently seeking sources of supply for specific products. These firms are:

- **Bristol Machine** is actively seeking sources of supply for A325 nuts;
- **Cardinal Industrial Products** is seeking sources of supply for large nuts;
- **Coyote Enterprises** wants to learn of sources of supply for lugnuts;