

sources of supply. While less than half had used Canadian sources of supply, the majority of those that had were satisfied with Canadian suppliers. Only a few of those who had never tried Canadian products expressed a distinct lack of interest in hearing more about Canadian companies and the products available. The following reasons given for their lack of interest were:

- the purchasing decision is made through its parent company;
- the company is satisfied with its current suppliers;
- the imported product, e.g. natural rubber is not available in Canada.

The majority of U.S. importers responding to the survey were interested in receiving product listings and prices in the mail from the Canadian firm, and many would welcome direct contact by the Canadian manufacturer. These respondents also indicated a preference for visiting the Canadian firm to obtain more information on the company and its products. Information provided by the manufacturer (as compared to other sources of information) was reported as the most frequently used in the purchasing decision. The survey showed that these importers are also inclined to obtain information on products and companies during trade fairs. The most popular trade fairs were said to be the "National Retread Association" and "National Tire Dealers Association". Industry publications were also found to be popular sources of information on products and sources of supply. The major publications read are *Rubber and Plastic News*, *Rubber World*, *Tire Review*, *National Tire Dealers*, *Retreader's Journal*, and *Modern Tire Dealer*.

In response to the question of the effect on their purchasing policy of a Free Trade Agreement between Canada and the United States, 20% of U.S. importers contacted reported that they would certainly increase their purchases from Canada. Approximately 34% of respondents had not considered the impact of such an agreement, while the remainder did not expect the Agreement to have any effect.

While 84% of the respondents are interested, in general, in hearing from Canadian companies about available products, six U.S. importers are currently seeking sources of supply for specific products. These firms are:

- **Durst Industries** is interested in hearing from suppliers of plumbing specialty products;