

EXECUTIVE SUMMARY

This summary reviews the market opportunities for Canadian manufactured heating equipment in the Northeastern United States. The work summarized here was performed by Hayes/Hill, Inc. for the USA Trade and Investment Bureau of the Department of External Affairs of the Canadian Government. The results are described in full in the main body of the report.

The study covers the ten states Connecticut, Maine, Massachusetts, New Hampshire, New Jersey, New York, Ohio, Pennsylvania, Rhode Island, and Vermont, and includes residential water heaters, furnaces, boilers, gas conversion burners, wood and coal furnaces and boilers, air-to-air heat exchangers, pre-fabricated chimneys and liners, and zero clearance fireplaces. The main report describes the factors that drive the U.S. market for residential heating equipment, the special characteristics of the Northeastern U.S. market, the distribution channels used for heating equipment, the support required of manufacturers by those channels, and the specifics of the markets for each of the products. It also summarizes the opportunity open to Canadian manufacturers and reviews the most important participation or entry requirements.

Overall, the results of the study are very encouraging for Canadian manufacturers. The U.S. market