

indicated a preference for receiving preliminary information on the printing services and printed products available through brochures, industry publications, personal contact by the company, contact by a company representative and trade fairs. A key consideration in the decision to use printing services outside the United States is the lower prices of the imported printed product.

A survey of selected U.S. associations affiliated with the printing industry indicated that these associations perceive Canadian firms to be competitive with their U.S. counterparts.

Educational institutions and schools, retailers, U.S. publishers and newspaper companies were reported as the primary end users of the printing products purchased.