

problems in this area."

What would it take for a Canadian company to be successful in the United States?

"We have come to the conclusion that you must set up and operation in the States and we believe it would have to be a production base. This would give us credibility and entry into the market. Canadians, unlike Americans, will welcome in the world. We are the largest importer of printed goods on a per capita basis. Unfortunately, this is not the case in the States so we are trying to adjust to the market."

If you were researching a U.S. market, what questions would you ask a local buyer?

"We would like to know more about buyers in the paper label and direct mail industries. Any consumer goods company. The first question I would ask would be 'is there any need to have a base of operations in the United States.'"