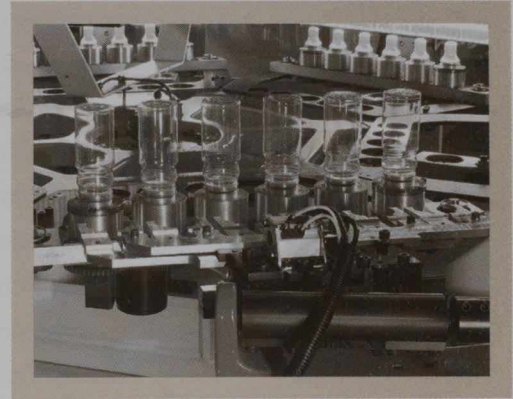


PLASTICS

- ▶ **Annual output of \$25.1 billion**
- ▶ **Exports of \$13.3 billion**
- ▶ **113,000 jobs**

Propelled by the development of new plastic products, as well as ongoing substitution of plastic for traditional materials such as wood, metal, glass and paper, the industry is among the fastest growing sectors in Canada and worldwide.

Over the next five years, global demand for plastics is expected to increase by 6-8% annually, with higher rates of growth for the new and advanced technology areas. In developing countries in particular, plastics consumption rates are climbing rapidly and driving increased demand for machinery and moulds. As the worldwide plastics industry continues to restructure, downsize and cut costs in response to competitive challenges, this growth is creating tremendous export opportunities for Canadian producers.



Canadian plastics producers offer world-class expertise in a number of niche areas where growth prospects are good. Canadian plastics exports are expected to grow at an average annual rate of 7.6% on the strength of this competitive advantage. While the bulk of exports continues to go to the U.S., the industry is making headway into new markets in Asia, Latin America and Western Europe.

*Established in 1988, Montreal-based **FieldTurf Inc.** exploded onto the international sport surfacing market with a product that simulates real grass and is durable and inexpensive to maintain. FieldTurf Inc. has grown almost entirely as a result of its international success – 95% of total revenues of \$36 million in 2000 were generated through sales abroad. Today, FieldTurf Inc. manufactures and installs its top product on football, soccer and baseball fields in Canada, the U.S., Mexico, Great Britain, Germany, China, South Africa, Russia and many other countries.*