

APPENDIX I: INTERVIEWS WITH EXPORTING CANADIAN PRINTERS

1. ARTY

Arty is owned and managed by Brian Arty with whom the interview was conducted. The majority of its business is the printing of logos or promotional claims on a variety of products such as mouse pads and refrigerator magnets. In addition, Arty also produces car decals and in-store customer signage. The company is located in the Toronto area, employs 30 people, and had revenues of \$2.5 million in 1992. The majority of its work is completed on 2 semi-automatic Screen-off set screen presses. Arty purchased a Columbus, Ohio company called A.S.R. and renamed the company Arty, United States. Recently, the partnership was officially ended, but an unofficial working relationship still exists. Arty has been extremely successful in exporting to the United States. Nearly one quarter of its revenue is generated from U.S. exports.

Why did you expand to the U.S.?

"When the Canadian dollar was very high, it was extremely hard to export Canadian goods into the U.S., so we bought a company in Columbus and changed it's name to Arty Printing, United States. We experienced strong growth because of the marketing experience we overhauled. The company we bought was smaller but it did the same kind of screen and offset printing."

Do you

Interviews with Exporting Canadian Printers

Why can you export so far?

"Because our product is unique. Car decals, fridge magnets, mouse pads, in store customer signage are a few of the products we print or print on. There is competition, but the marketing materials used by Arty get the prospective client interested and let them know that a reputable company is calling on them. We distribute our marketing materials at trade shows that I personally attend. We also have a 1-800 number. In addition, Arty is willing to satisfy all the customer needs that other printers are unwilling to do. For example, we have a customer who wants the final product shipped to 100 destinations instead of one. This requires special packing of the product which other suppliers wouldn't do. We could solve their problems for them so this made it (the sale) happen."

How do you generate most of your export sales?

"At trade shows I may generate 1000 or 1500 leads. I give them my marketing materials which consist of company brochures (with new and future products of interest to the client) and our catalogue. At the show I will explore the prospect's background and whether or not it would be justified to make a personal call to the company's key decision makers. I will take their name down for my mailing list and keep in contact by sending out newsletters or leaflets every interested."