



The type of machinery that will be promoted must be compatible with the climate conditions in the south - hot and humid weather - and environmental conditions - sandy and rocky soil with possible slopes up to twenty (20) degrees. The caliber of maintenance on the machinery and equipment is below that normally experienced in Canada. The equipment should be rugged, capable of unintentional abuse, and easily serviceable. The only specialized equipment design requirements are restrictions on equipment noise levels, the requirement for mobile equipment to have rollover protection, and approved spark arrestors on the exhaust system. It is significant that several manufacturers said the markets for logging and harvesting equipment have remained good this last year despite the general recession.

7. The primary factors that affect the sale of equipment and machinery in descending order of precedence are: proven performance on southern pine and in southern forests, price, reliability, and the manufacturer's support after the sale. To overcome the problem of proven performance, Canadian manufacturers should participate in dynamic demonstrations organized by certain forestry schools and state forestry commissions throughout the study area. This should allow potential purchasers to operate the machinery, or at least see it perform. Another possibility is to organize a cooperative effort with forestry schools and vocational schools that manage their own forests and that train equipment operators. These schools will test equipment for the manufacturer and demonstrate them for local individuals. All of these methods provide direct contact with potential clients.

Participation in major equipment shows has limited value due to the large population attending, the limitation of dynamic demonstration, and the difficulties of reaching the decision making individual. Advertising in trade magazines is even more ineffective for reaching clients.

A relatively unused marketing technique that can be highly effective is to submit subject matter concerning new technology and new installations to trade magazines for use as feature articles. The magazines are constantly looking for articles and this exposure is free.

8. The introduction and sales of the new technology electronic scanning and control devices for sawmill equipment require special marketing techniques. The majority of the sawmill owners and managers are skeptical of new electronic equipment because they do not have the personnel to maintain the equipment. Current equipment has no provision for testing control devices against a standard. Quality control programs in sawmills have received renewed emphasis. Sawmill managers and owners are regularly attending industry seminars during which new devices and processes are discussed. Manufacturers that desire penetration of this market should participate in these seminars and demonstrate the flexibility of the control devices, the ease of troubleshooting, and the ability to modify programs.