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Canada's household appliances featured at Domotechnica '84

Canada's expertise in the household appliance industry will be demonstrated at Domotechnica '84, the world's largest household appliance trade fair, to be held in Cologne, West Germany, February 8-11.

In both sales and technological innovations, the appliance industry has been one of Canada's fastest growing industries.

Striving to meet the rapidly changing demands of the Canadian market, companies concentrated first on producing major appliances for the kitchen, the most popular being the refrigerator and the stove. Following the post-Second World War economic boom, these were produced in large quantities and were the first electrical appliances to be found in most Canadian homes.

When the demand for these appliances was met, the industry started modifying and improving them. Between 1953 and 1968 when the number of Canadian households doubled, the industry handled the unprecedented demand with a complete range of technically-advanced appliances. The increasing number of house-

holds, caused mainly by the "baby boom" of the 1950s, also created a new demand for non-essential comfort products to help Canadians enjoy their leisure time. These "comfort" appliances have generated one of the most important sections of the Canadian appliance industry.

By 1974, more than three million major appliances were being sold annually in Canada. In 1978, sales reached \$1.5 billion. Refrigerators are still the biggest seller, with washing machines, ranges, freezers, dryers, microwave ovens, dishwashers and room air-conditioners following close behind.

During the 1970s, Canadian appliance manufacturers took to the export market as an additional source of revenue. They quickly became competitive on the world market and today the industry now exports more than \$60 million worth of appliances each year.

Kitchen products

The "core" kitchen products such as refrigerators and ranges have the highest saturation points. In fact, refrigerators have already passed their saturation level, with some Canadian householders owning more than one.

On the other hand, freezers have achieved a saturation point of only slightly over 50 per cent due largely to the space limitations of many houses, especially apartment buildings. Recognizing this, Canadian manufacturers are reducing the size of their freezing units so they can offer smaller capacity freezers for urban consumers.

Between 1977 and 1982, microwave ovens had the highest growth rate of any Canadian appliance. Reasons for this dramatic rise in popularity include the time-saving feature and the fact that these ovens use approximately 25 per cent less energy than conventional ovens. Over the next five years, it is expected that sales of microwave ovens will double.

Laundry products, such as clothes washers and dryers, can be divided into



Frost-free refrigerator, made by Inglis Limited, includes easy roll wheels and magnetic door seals.