

4.0 MANUFACTURER-END-USER INTERVIEWS

During the course of the study we interviewed a number of established California manufacturers. Manufacturers were selected from the industry groups shown in Tables 3.3 and 3.4(1). Readers will find that the largest selection of interviews was conducted with food manufacturers because the food industry proved to be the industry most applicable for the current range of Canadian packaging machinery being offered. Other industries were interviewed wherever possible in relation to their application to the range of machinery.

Criteria for Interviews:

Manufacturers were interviewed by telephone and in some cases personal visits were made. We attempted wherever possible to work from a set questionnaire. Questions were designed to determine: Manufacturer's current machine usage; planned future machinery and systems requirements; awareness in technology currently being offered; degree of technical assistance required in planning new systems; favoured machinery distributors; attitude to direct purchasing from machinery manufacturers; prediction of changes in consumer's buying patterns; awareness of "brand name" and packaging machinery manufacturers in general; knowledge and attitudes to Canadian machinery and systems; and decision makers for purchasing.

It should be noted that it was not always possible to obtain satisfactory answers to all questions, for a variety of reasons. For this reason the interviews are presented in a precis form. Generally, however, manufacturers