

There are, however, demands for some other engineered textiles. Those containing PVC's (but not for agricultural use) could do well, as would heat-resistant fibres, medical clothing, metal filters and glass polishers made of wool. Another product with particular potential is "velcro". Not all these fabrics are classified as *artículos técnicos de materia textil*, but do fall into the category of engineered textiles as Canadians understand the term.

"Velcro" is worthy of special mention because sales have grown rapidly over the past few years. About 80 percent goes to manufacturers, and 20 percent to consumers. Most of the industrial market is for export-oriented textile products such as sporting clothes and equipment. Since these products are rare in Mexico, there is little demand from manufacturers selling to the local market. The market for "velcro", therefore, is not as likely as some others to be adversely affected by the devaluation of the peso.

## TRANSPORTATION TEXTILES

Procurements of products containing textiles by the multinational manufactures are generally part of global sourcing strategies. Therefore, sales by independent Canadian companies directly to Mexico are not considered a good prospect. In any event, textile fabrics are usually imported as part of made-up auto parts such as seats and door liners. Mexican truck and bus manufacturers may purchase some textiles in the Mexican market. The average age of Mexican vehicles is much older than in Canada, and there is also a significant market for re-upholstering. Buyers and distributors interviewed for this study suggested that very little of this fabric is imported.

## UPHOLSTERY AND DRAPERY TEXTILES

Cotton-knit textiles are the most popular for domestic upholstery and drapery use. Roughly three-quarters of the products used are cotton or cotton blends. Popular blends include silk and polyester fibres. About 90 percent of all imports are cotton-based.

Polypropylene fibres have been successfully used and marketed in home furnishings by *Industrias Polyfil*. Materials with spun and thermal bond fabrics are popular because of their relatively long life.

Customers usually sort through a shop's display of fabrics before choosing one they like. The more sophisticated shops provide their customers with catalogues showing their stock. In most retail stores customers must search the shelves for what they want.