

WEST LINK CORPORATION (Continued)

The corporation's main customer groups are in the food industry. Mr Sears identified thirteen different segments that the Corporation services. He advised that West Link's sales territory includes California, Hawaii, Arizona, and some parts of Mexico. The Corporation employs four salesmen, and has a turnover of approximately \$4½ million. West Link handles installation and customer service as well as holding stocks of spares. Mr Sears feels that the company will continue to expand its activities in the food industries which offer a very stable business platform.

The Corporation had dealt with two Canadian companies; they were Edson and Pyramid. They do not sell Canadian products at present (Pyramid opened their own office in Modesto, California). Mr Sears said he had enjoyed working with Canadians and found them very professional and their products were good. He feels that Canadians should allow fifteen percent commission for sales in California. West Link would be interested in representing more Canadian companies, the sort of products they are currently looking for include inspection and control devices, metal detectors and colour sorters. Mr Sears knows the Canadian packaging industry fairly well and visits Canadian packaging shows, he feels that there is an excellent potential market for Canadian packaging equipment in the Western U.S. He feels that Canadians need to be innovative in order to secure a major market share.

ZELLERBACH PAPER CO.

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Mr P. Dunkell, Head of Machinery Operations.

Zellerbach is a member of the Crown Zellerbach group of companies. The company is mainly a paper and packaging materials manufacturer and distributor but does operate an equipment division which specializes in equipment for strapping and taping, and shrink wrapping. Companies represented are: Weldotron (Shrink wrappers), Lantech (Stretch equipment), Interlake (Steel strapping), 3M & other tape manufacturers (Tape dispensers).

Mr Dunkell advised that the company's largest customer groups are food manufacturers (24%), chemical manufacturers (16%). The company's sales territory covers seven Western States. Zellerbach handles customer installation, machine repairs and holds stocks of spare parts. The company is interested in finding new supplier sources and products specifically conveyors and materials handling equipment. Zellerbach exhibits at both the West-Pack and PMMI shows. Interested Canadian suppliers should contact Mr Dunkell.

PNEUMATIC PACKAGING EQUIPMENT

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