

pitch can target one or all of these important benefits.

## 2. *Overcoming "Printed in Canada"*

U.S. Customs regulations require that certain Canadian print exports must have "Printed in Canada" printed on the product. This labeling requirement has caused many U.S. buyers to turn down a Canadian print bid. Lyle Henderson, of Henderson Printing and Mike Colinge of Webcom have directly combated the "Printed in Canada" labeling requirement. Webcom prints mostly books and catalogs, which traditionally have the publisher printed on the front or back cover. Printing the name and address of the publisher on any page (including the cover) requires that the "Printed in Canada" label must also be on that page. Both Webcom and Henderson have avoided this difficulty by placing the printer/publisher name along with "Printed in Canada" in an inconspicuous location, such as the copyright page of the book or catalog. This meets the legal requirements, but allows the firms to respond to the labeling concerns of U.S. print buyers.

## 3. *Overcoming Large Geographic Distance*

A Canadian printer should not worry about a large geographic distance that may exist between itself and its U.S. buyers. Auty Printing does business with customers in New York, Illinois, Texas, Arizona, and other states. Brian Auty says he has been able to accomplish this because U.S. print buyers are used to dealing over long distances with suppliers located throughout the United States. According to Mr. Auty, the trick is to make it seem like you are the printer next door. To do this, he believes it is an absolute necessity to have an "800" number to serve both U.S. and Canadian customers. This will help increase communication and reduce the perceived distance, which in turn leads to increased sales. In Auty's case, the "800" line calls cost approximately \$0.22 a minute and is seen as an affordable and wise investment.

## **Identifying a Market Niche**

The interviewees all suggest that to successfully export to the United States, a firm should target a product or market niche in which it already excels. Randy Pope, President of Synergy for Lowe Martin, believes that if a Canadian firm has the idea that it will supply general printing needs to U.S. print buyers, it will surely fail. He believes that the U.S. market is already saturated with general printers and "being the 101st supplier on some buyer's list won't work."