

I. INTRODUCTION . . .

C. Project Scope (Continued)

Section V, entitled Market Penetration, outlines matters that are common to both the pressure washer industry and the cleaner industry.

Matters discussed include the special role of the automobile industry, tariffs and customs, transportation requirements, and the receptivity to Canadian products among existing market participants.

The Appendices contain supporting materials including detailed directories of manufacturers' representatives, distributors and other channel members operating in the Great Lakes Region. Also provided is information on promotional organizations such as trade show organizers, publishers and trade associations.

Also included is a discussion of the methodology used by Hayes/Hill to compile the information included in this report.

D. Glossary of Terms

The following list of terms is provided as an aid to the reader. Further clarification of these terms can be obtained within the context of the report.

Automotive Aftermarket. The market for automobile replacement and repair parts and equipment.

Chlorinated Solvents. Hydrogen, chlorine and carbon-based solvents used for the cleaning of metal in vapor degreasers. The most common chlorinated solvents are trichloroethylene, 1,1,1 - trichloroethane, perchloroethylene and methylene chloride.

Common Carrier. A carrier that is licensed to carry all goods offered to it within the terms of its operating authority for compensation.

Direct Salesman. An employee of a company engaged in selling the products of that company, normally on a base salary plus commission basis.

Fluorinated Solvents. Hydrogen, fluorine and carbon-based solvents used for cleaning metal and plastic parts in vapor degreasers. The most common fluorinated solvents are trichlorotrifluoroethane - TF and trichlorotrifluoroethane - TMC, an azeotrope made up of methylene chloride.

Free on Board (F.O.B.). The point at which responsibility for risk and expense of products loaded aboard a carrier's vehicle passes from seller to buyer.