

Ninety-eight percent of all distributors interviewed read Good Packaging and Package Engineering. Most exhibit or participate in the West-Pack and Pack-Expo shows, either taking their own spaces or working with their suppliers. Most distributors belong to the Western Packaging Association and feel that it keeps them in touch with industry events and their competition. Very few distributors mentioned any other associations except the American Management Association (AMA) or the Society of Packaginig and Handling Engineers (SPHE)

- Results from interviews with distributors in the Pacific North-West clearly demonstrate that there is also a worthwhile market to be pursued in those areas. Combining the North-West with California could make the West Coast a doubly attractive marketing proposition for Canadian manufacturers.

## 5.2 INTERVIEWS WITH DISTRIBUTORS AND SELLING ORGANISATIONS

Distributors were questioned in order to obtain information on the following points: which industry groups are their main customers; their most popular selling machines; the extent of their sales territory and the number of salesmen they employ; the volume of their business; are installation, service, and spare parts handled; what freight methods are preferred for nationally and internationally imported machines; what trends are important in the future; are customers responding to new technology and automation; interest in selling Canadian products; knowledge of Canadian companies and Canadian business attitudes; attitudes to trade shows, publications and associations; and do they publish a catalogue.