

EXECUTIVE SUMMARY . . .

The key characteristics of this region are as follows.

- It is a slow growth region relative to the U.S. as a whole, in both industrial output and population.
- It is heavily industrialized, populated by industries that provide ready markets for high pressure industrial washing and degreasing equipment.
- It is conveniently situated nearby major Canadian industrial centers.
- It is large. Total population in the Great Lakes Region is roughly one and one-half times that of Canada.

The importance of the automobile industry to the region is great. The headquarters of the four major domestic automobile manufacturers, as well as over 70 of their manufacturing plants are located in the region. Much of the industry in the region is heavily dependent upon the health of the automobile industry.

2. Pressure Washers

This category of products is composed of (1) low pressure washers (500 to 4,000 p.s.i.), and (2) standard and custom high pressure washers (2,000 to 20,000 p.s.i.).

a. Low Pressure Washers

- The size of the market in the U.S. Great Lakes Region in 1982 was \$13 to \$18 million, with growth at about 10 percent per year.
- The primary uses of low pressure washers in the region are general plant maintenance and fleet maintenance.
- The market is populated by very many domestic competitors with products that are perceived to be basically similar.
- Roughly 90 percent of all products are sold through distributors.
- Distributors play a central role in this industry since product demonstration, service and replacement parts availability are the primary bases upon which low pressure washers are sold.