

associations. With regard to this study, the principal association is the Printing Industries of America, (PIA). The PIA can be contacted for membership and other information at:

Printing Industries of America, Inc.  
100 Daingerfield Road,  
Arlington, VA 22209

Tel: (703) 519-8100

Fax: (703) 548-3227

There are several other associations that could be of interest to specialized factions of the Canadian printing industry. Some of these associations and their addresses and also presented in Appendix E.

Possibly one of the best means of accessing data and gaining insights in the U.S. printing market is to monitor the independent trade and associations' publications. The timeliness of the publications combined with their tracking of newsworthy industry trends and developments keeps their readers well informed and in touch. The following passage presents summaries of some selected publications and articles. A list of the publications with contact addresses is presented in Appendix F.

The *Canadian Printer*, published by McLean Hunter has run a number of articles that will aid any firm considering exporting. The July/August 1993 issue (v. 101-6) reported the establishment of export markets by Tri-Graphic Printing in Ottawa and Mercury Graphics in Saskatoon, Saskatchewan. Both firms reported that the combination of specialized niche markets, a reputation for quality, the low value of the Canadian dollar and demand from American Print brokers contributed to their success. Similar articles describing how Canadian Printers can compete successfully in the United States ran in the September 1991 issue (v. 100-9) and the June 1990 issue (v. 99-6).

Since niche marketing should be an important part of any expansion effort, the May 1993 issue of *Canadian Printer* (v.102-4), which attempts to define niche markets, provides valuable information. Although the industries discussed are quick printing, business forms and in-plants, the article does raise many of the same issues confronting commercial printers.