

International trade fairs

Canada Reports
Volume 2, No. 7

Home products shine in the United States

Leading Canadian manufacturers of products for the home will participate at two important April trade fairs in the United States. Thirteen kitchen and bath component manufacturers will represent the industry at the Kitchen/Bath Industry Show, April 6-8, in Philadelphia, Pennsylvania and 14 firms representing the housewares industry will display their products at the International Housewares Exposition, April 6-10, in Chicago, Illinois.

The Canadian exhibits at both trade fairs are sponsored by the Department of External Affairs.

Luxury kitchens and baths

In Philadelphia, some of the products featured include wood and plastic laminate kitchen cabinets, luxurious bathroom fixtures, new vinyl composition floor tiles and convenience products such as hinges and waste disposal systems.

Canada's kitchen and bath industry is recognized internationally as a leader in wood cabinetry. The detailed workmanship of doors made from domestic maple, oak, pine and cherry and from imported woods reflects care, pride and traditional craftsmanship. The fine grain of the wood is further enhanced and protected by modern stain-resistant finishes that ensure carefree maintenance.

Canadian cabinetry also includes plastic laminates in mixes with wood for modern kitchen designs.

Luxurious bathroom fittings produced by

Canadian manufacturers in acrylic offer both comfort and elegance. Matching accessories such as taps and grab bars are available in a variety of materials.

Convenience products for the do-it-yourself market are part of the Canadian exhibit. They include a complete line of vinyl composition floor tiles for home or office.

The Canadian kitchen and bath industry has had a 14 per cent annual growth rate over the past five years. The total production in 1983 was \$421 million.

The industry comprises some 700 companies predominantly Canadian owned. Most are situated in the provinces of Quebec and Ontario conveniently located for export delivery to major US centres. Some 10 per cent of Canadian kitchen and bath components are exported to markets in the United States, Europe and Japan.

Manufacturers at the Canadian exhibit in Philadelphia will see products made by the following firms:

- Acorn Kitchens Limited — fine wood cabinetry;
- Almico Limited — acrylic bathtubs in a choice of whirlpool, therapeutic or combination models;
- Angama Industries Incorporated — steel and brass door hinges;
- Canac Kitchens Limited — wood kitchen cabinets and accessories;
- Extrufix Inc. — waste disposal systems;
- Fabri-Metal Ltd. — bathroom accessories;

- Flextile Limited — traditional and contemporary vinyl composition floor tile;
- Kitchen Craft of Canada Limited — commercial and residential kitchen cabinets;
- Laurentide Kitchens Limited — kitchen cabinets and vanities;
- Luxorama Limited — kitchen cabinets;
- M.K.S. Products Inc. — kitchen cabinets and related accessories;
- Manhattan Products Inc. — bathroom cabinets and lighting; and
- Menuiserie Astell — kitchen cabinets and components.

Innovation in Chicago

The growing popularity of Canadian houseware products in the United States is reflected by Canada's sixth consecutive participation at the International Housewares Exposition in Chicago.



Odorgon, a non-toxic odour eliminator by Chemac Industries, is one of many innovative products on display in Chicago.

A number of new product lines will be displayed for the first time this year. They include a home soft-drink maker that produces brand name drinks at a fraction of the cost, and a dual-purpose lighter for lighting the wood fires and for heating food.

For environmentally conscious consumers, there is an assortment of non-toxic, biodegradable cleaners and odour eliminators, as well as a new water purifier, the Ozonator, which purifies water in the home at exceptionally low cost. Also featured is the innovative Drip-Strip to prevent water from running off the bathtub during showering.

Other products on display include multi-purpose plastic servingware in the latest fashion colours and woodenware with intricate



Kitchen Craft of Canada will present their modern Innovation 2000 kitchen cabinets at the Kitchen/Bath Industry Show in Philadelphia, Pennsylvania.