

most manufacturers were happy with their Canadian equipment and that they are prepared to purchase more equipment from Canadian sources when the need arises. Manufacturers are not worried by the fact that Canadian equipment must be imported since they are used to buying from distant sources in the Eastern U.S. and in Europe.

- Canadian manufacturers will find that competitive pricing is only critical in the case of directly competing machines and particularly those that are manufactured locally in California. (Refer to later section on machine manufacturing in California). Standard machines must often be modified to meet the manufacturer-end-user's specific requirement and this can move a machine into a completely new category where competitive pricing is no longer a major factor in the success of a sale.
- When considering non-standard machines, manufacturer-end-users are far more likely to be influenced by performance, innovation, and reliability, and pricing subsequently becomes less critical.
- Manufacturer-end-users all expect machines to be invoiced to include delivery to their plant (FOB); they are not interested in importing machines themselves. Manufacturers pay for any electrical installation but the supplier is expected to install the actual machine to the point where it is operating smoothly.
- Most manufacturers expect to buy direct from the manufacturer unless the equipment is relatively inexpensive, in which case distributors may be involved. In most cases, heavy-duty and in-line equipment is