

- supplementary supply for domestic sources (23.6% of respondents);
- superior quality (9.8% of respondents).

In addition, 17 U.S. importers identified relationships with a parent company, subsidiary or affiliate as a reason for importing chemicals and chemical products.

Over three-quarters (77.2%) of respondents reported that the devaluation of the U.S. dollar against many currencies had resulted in higher prices for their imports. While 71% had never tried Canadian sources of chemicals and chemical products, half of those expressed a desire to learn more about Canadian companies and their potential for supplying products to replace increasingly expensive imports.

Of those that were interested in hearing about Canada as an alternative source of supply, 85.1% indicated that brochures were the preferred means of receiving preliminary company and product information. Personal contact by the company or a manufacturer's representative (50.5%) and industry publications (58.4%) were also frequently identified. In making the actual purchase decision, a recommendation from a personal contact was the most frequently used information source (identified by 43.1% of respondents). Information provided by a parent company, subsidiary or affiliate was considered key to the purchase decision by 31.7% of respondents.

When questioned about the impact of the free trade agreement on their purchasing policies, 38.6% of the respondents replied that the agreement would result in an increase in purchases of Canadian chemicals and chemical products. An almost equal number (36.6%) felt the agreement would have no effect while the remainder were unsure of its impact.

Although a large number of those interviewed were generally interested in learning more about Canadian supply capabilities, some indicated that they were actively seeking specific products.

- **B.P. Performance Polymers** is actively seeking sources of supply for zinc oxide and titanium dioxide.
- **Centflor Manufacturing Inc.** is actively seeking sources of supply for synthetic and aromatic chemicals.
- **Chevron Chemicals** is actively seeking sources of supply for polybutadiene latexes.