TABLE OF CONTENTS

		PAGE
6.	CALIFORNIA PACKAGING MACHINERY MANUFACTURERS	107
7.	DEGREE OF MARKET PENETRATION BY CANADIAN MANUFACTURERS	109
8.	PRICING PRODUCTS FOR CALIFORNIA AND THE WEST COAST	113
9.	PROMOTIONAL METHODS	115
9.1	Trade Shows	115
9.2	Trade Publications	118
9.3	Trade Associations	120
9.4	Seminars and Other Promotional Methods	122
9.5	Manufacturers' Literature	122
0.	DOCUMENTATION AND GENERAL EXPORT INFORMATION	123
1.	TRANSPORT AND SHIPPING TO THE MARKET	127
1.1	Freight Methods	127
.2.	MARKET STRATEGIES	131
13.	SUMMARY	136
14.	CONCLUSIONS	139
	APPENDICES	141
	Appendix "A" List of Canadian Manufacturers and Machine Types in Study	141
	Appendix "B" Portion of Statistical Tables for California Industry	145