

to U.S. customers in pricing, terms, sales promotion, and the like, and to arrange the details of transportation and customs clearance so that U.S. customers are insulated from anything that might be unfamiliar.

These are generally simple requirements for Canadian manufacturers because the operation of Canadian markets is roughly similar to that of U.S. markets. Reports about Canadian products heard during the field research suggest that pricing, terms, customer relations, and the like offered by Canadians (when respondents were familiar with Canadian products) were usually in keeping with U.S. expectations. The following is a brief summary of important reminders; complete discussion is in the main report section V.

1. Product Testing and Certification. Product labeling stating country of manufacture and certain efficiency information is the only legal requirement for heating products sold in the U.S. Products obtain efficiency ratings by being tested to standards set by industry groups; testing is generally performed by independent laboratories. Most products are also subject to safety testing and certification. This is generally not a legal requirement, but products without certification do not sell well, and most reputable distributors will not handle them. There are also installation and building codes in states and localities in the U.S. that may affect the marketability of heating products of unusual or unapproved design. Details of product approval and testing requirements and practices appear in the main report.
2. Sales Support includes all aspects of customer (distributor and manufacturer's representative, usually) relations. Most customers expect long-term relationships, and look for indications, (such as agreements, contracts, exclusive or partially exclusive territories), that manufacturers are making a commitment to them. Customers