

receiving product information via brochures, personal contact by the company or a manufacturer's representative and through industry publications. Key considerations in the decision to import colours, dyes, paints and varnishes are recommendations from personal contacts and information provided by manufacturers.

The majority of the U.S. importers surveyed (77%) categorized their business as industrial. The remainder of respondents are in the retailing or trade sector and miscellaneous businesses including customs brokerage, freight forwarding and distribution. The average annual sales dollar volume for these respondents was high (\$17.3 million [U.S.]), with the dollar volume of imports relating to colours, dyes, paints and varnishes being between \$1.75-2.5 million (U.S.).