TABLE OF CONTENTS

		PAGE
Résumé à l'intention des cadres Executive Summary Appendices List of Exhibits		v xi xv xvii
I.	INTRODUCTION	1
	A. Objectives B. Geographic Boundaries C. Project Scope D. Glossary of Terms	1 1 2 3
II.	THE U.S. GREAT LAKES REGION	5
	A. GeographyB. Population and ConcentrationC. TradeD. Summary of the Great Lakes Region	5 5 8 15
III.	PRESSURE WASHERS	16
	A. Product Descriptions B. Market Size Estimates C. End-User Description and Requirement D. Sales and Distribution E. Market Support Requirements F. Competitive Environment G. Regulations and Product Liability H. Market Opportunity Attractiveness	16 21 23 32 43 47 53 56
IV.	CLEANERS	58
	A. Product Descriptions B. Market Size Estimates C. End-user Description and Requiremen D. Sales and Distribution E. Market Support Requirements F. Competitive Environment G. Regulations and Requirements H. Market Opportunity Attractiveness	58 62 64 73 80 82 85
v.	MARKET PENETRATION	91
	 A. Automotive Industry - A Special Rollin the Great Lakes Region B. Tariffs and Customs C. Transportation and Delivery D. Receptivity to Canadian Products E. Conclusion 	le 91 97 101 104