

LARRABEE & ASSOCIATES (Continued).

for removing bottle labels. The company's most popular selling machines are from Pearson and Biner Ellison; their main customer groups are the soft drink, brewery, and wine industries. Larrabee's sales territory is Northern California and Nevada. The company has one salesman and a sales volume of around \$500,000.

Larrabee does not handle initial installation, regular service or hold stocks of spares. The company's customers buy FOB point of shipment, Larrabee does not handle any invoicing. Mr Larrabee felt that the largest trend amongst his customers in the future will be a move to plastic containers. The company represents a Canadian manufacturer called Unitrack (manufacturers of a plastic bucket elevator system) but has not so far had much success with the line. He is not really interested in finding new product lines at present but would like to review the products for this study.

PIERCE PACKAGING EQUIPMENT INC.

217 South Claremont Street,
San Mateo, CA 94401
Mr Pierce, Owner.

(415)342-8691

Pierce Packaging handles both materials and equipment. On the materials side they represent W.R.Grace (shrink film and materials). Machinery companies represented are: Weldotron (shrink systems and skin packaging systems), Packrite (sealers), and several others. Pierce's main customer groups are food manufacturers, hospitals, and the electronics industry. Mr Pierce rated electronics as his best potential source of growth. The company has four salesmen and covers Northern California, and Northern Nevada. Pierce's sales are around \$1 million; the company installs and repairs customers machines but does not carry stocks of spare parts. Most of Pierce's customers purchase their machines FOB the suppliers plant, Pierce was not aware of possibilities offered by consolidation. Mr Pierce had dealt briefly with one Canadian company (name not supplied), he bought a shrink system from them but found the machine was very similar to machines that were currently available in California, for that reason he did not proceed further. He is interested in new sources for competitive, innovative shrink wrapping equipment and would like to review the Canadian products in the study.

AUTOMATION SYSTEMS

P.O.Box 5457,
Walnut Creek, CA 94596
Cliff Leader, President.

(415)937-2844

Automation Systems are manufacturers representatives. Most of the machines the company handles are imported. Mr Leader considers his principals are top of the line companies. Automation Systems represents the following