

I. INTRODUCTION

This report is written for Canadian manufacturers of high pressure industrial washing and degreasing equipment, and for the Canadian government to aid its effort in assisting those manufacturers.

A. Objectives

Hayes/Hill Incorporated has been commissioned by the U.S.A. Trade and Investment Development Division of the Department of External Affairs of the Government of Canada to assess the "Opportunities for Canadian High Pressure Industrial Washing and Degreasing Equipment in the U.S. Great Lakes Region."

1. The purpose of this report is to provide information and guidance to assist Canadian companies in entering the U.S. market and in developing appropriate marketing strategies.
2. Specifically, the objectives of this report include the following.
 - To give an overview of the high pressure industrial washing and degreasing equipment industry in the Great Lakes Region in terms of market supply and demand, industry structure, product and distribution requirements, and the regulatory environment.
 - To determine and evaluate the market potential and opportunities for Canadian manufacturers of high pressure industrial washing and degreasing equipment in the U.S. Great Lakes Region.
 - To outline the means by which Canadian manufacturers can enter specific markets, and the particular requirements that will need to be met.

B. Geographic Boundaries

While many of the results of this study can be generalized to include all of the United States, the focus is on the U.S. Great Lakes Region. This region includes the states of Michigan, Indiana, Ohio, New York (western, central, and upstate) and Pennsylvania (western). Considering its proximity to Canada, this region is thought to provide the best opportunities for initial export efforts.