

- **Winkler McManus Advertising** is seeking sources of supply for printed life-size posters.

More information on these companies is found in Appendix 1, and a list of U.S. importers who are interested in Canadian sources of supply of printing services and printed products in general is found in Appendix 2.

Although lists of U.S. firms seeking sources of supply have been provided, for many Canadian printers, it is probably more appropriate to use an American print broker to enter the U.S. market. The Printing Brokerage Association may be able to assist. The association's address is: 1700 N. Lynn Street, Arlington, VA 22209, tel. (703) 243-3666.

SURVEY OF U.S. ASSOCIATIONS

U.S. industry associations were contacted in order to supplement information provided by individual importers and to provide an industry perspective on trade in the printing industry. The associations contacted and their mandates are as follows:

- **Printing Industries of America (PIA)** is dedicated to the promotion of the welfare and interests of the U.S. commercial printing and graphic arts industries. The association provides extensive management and industrial relations services and compiles statistical and economic data.
- **National Association of Printers and Lithographers (NAPL)** disseminates educational materials to owners and managers of printing plants.
- **National Business Forms Association (NBFA)** is a trade association for distributors, manufacturers, and designers of business forms, systems and related products.
- **International Business Forms Industry Association (IBFIA)** is a trade association which serves manufacturers in the business forms industry and ensures that these manufacturers expand into related areas.

The associations were interviewed to provide the following information:

- market trends for the printing industry;