

- Distributors are generally interested in seeing the full range of machinery that is available from Canada. Some machines that were mentioned frequently were: capping and lidding machines; vacuum forming machines for flexible packaging; labelling machines; carton erecting machines; devices to improve marking and coding; and strapping, wrapping and other palletizing equipment.
- Many distributors feel that Canada with its smaller domestic market is inclined to produce general purpose machinery with slower speeds.
- Distributors and manufacturer end-users both expressed a great deal of interest in materials handling equipment. U.S Federal legislation is making it necessary for more manufacturers to invest in pallet wrapping equipment. One interesting example of the increased use of stretch film in palletizing is the case of an Arizona ice maker who has expanded his market from Phoenix to Los Angeles by wrapping his block ice in stretch film.
- California distributors consider that Canadian manufacturers should be prepared to provide them with margins which range from a low ten percent to a high thirty percent. The average sales margin suggested was eighteen percent. One distributor advised that his Italian principal advanced a substantial retainer over a twelve month period, plus advertising, whilst he was initially promoting a new type of machine.
- Our research showed that Canadian packaging machinery manufacturers are highly regarded by distributors. Most distributors considered