

## **5. Henderson Printing**

Due to a technical failure in the recording equipment, transcripts for the interview with Lyle Henderson are unavailable. Responses are recreated from notes taken during the interview, and approved by Mr. Henderson.

### **How have you overcome the "Printed in Canada" labeling requirement?"**

I print entertainment programs for a woman in the U.S.. She didn't want "Printed in Canada" on the cover of the program because she thought the marking might upset her patrons. I pointed out that the marking could be on an inconspicuous page inside the catalog. She didn't realize this was possible, but decided to buy from us when I explained it was.

### **Have you run into any biases or misconceptions among U.S. print buyers?**

Yes, I currently have a buyer in a U.S. town just 50 miles from my plant. This print buyer was getting all the company's printing done in Syracuse, which is over 150 miles away. I explained to the buyer that I could supply their printing, but the first reaction I got was that my plant was too far away. For some reason, buyers think Canada is near the North Pole. The second reaction was that international trade was too hard. U.S. buyers seem to think that there is a wall at the border.

Border Crossing Documents