

on items carried in stock was \$10,000. The company requires board level service support from the manufacturers whose products it sells. Dayton markets in California, Utah, Nevada and Arizona with a sales force of nine. Mr. Eyster is currently considering new sources for microcomputers, software application programs (a wide variety), and photo core converters. Mr. Eyster suggested that interested Canadian companies should contact him for an appointment.

### **J.P. PATTI INC.**

10015 South Pioneer Boulevard  
Santa Fe Springs, CA 90670 (213) 949-0960

Ms. Donna Van Buren, Vice President & General Manager

Patti Inc. is a hardware distributor selling primarily to the West Coast U.S. market. Ms. Van Buren listed Memorex, Epson, Wabash Tape Corp., 3M, and Control Data Corporation as companies whose products Patti represents. The company's sales consist primarily of printers, computer tape and floppy disks, and storage equipment for computers and hardware peripherals. The company sees itself primarily as a media supplier but does also sell a little hardware. Epson printers are the main item sold. Ms. Van Buren claimed that her company has the largest inventory of magnetic media in the United States and priced the products which her company holds in stock at up to \$800. Patti's major client groups are banking, aerospace and education. The company would be interested in looking at any product that helps profitable growth. So far, Patti Inc. has had nothing to do with Canadian suppliers and would be interested in learning more about available Canadian products. Ms. Van Buren felt that Canadian companies were natural trading partners for American companies and they were being awfully slow in tackling the market here. She said that in order to effectively market products in the United States, Canadian companies should: 1) carry out sufficient market research to enable them to identify gaps of product availability in the United States and then to develop realistically priced answers; 2) they should be concerned with building brand name awareness for their products; and, 3) they should ensure they make available adequate support service in the United States.

### **ALPHA COM INC.**

2323 South Bascom Avenue  
Campbell, CA 95008 (408) 559-8000

Mr. Syed Zaldi

Alpha Com employs a sales force of 10 salesmen and concentrates its sales efforts on manufacturers. Products are sold by the company in the United States and Canada. Alpha Com represents Olivetti. The company concentrates its activities exclusively on computer printers and holds stock in the printers it sells, which are priced from \$119 to \$165. Mr. Zaldi expects standard warranty service

from manufacturers. The company also supplies its own service support. Alpha Com would be interested in looking at new low to medium priced Canadian printers. Mr. Zaldi suggested that any interested Canadian supplier should first send some advanced literature. Mr. Zaldi said that he had previously been approached by at least two Canadian companies who have been interested in forming a joint marketing venture with Alpha Com. Mr. Zaldi felt that Canadian casualness in business was alarming. He stated that the communication had occurred with these two Canadian companies on a yearly basis only! He said he expected to hear from those companies again in another year or so.

### **LEASAMETRIC INC.**

1164 Tritom Drive  
Foster City, CA 94404

Mr. D. Sobo, Vice President of Marketing

No information was available on the turnover volume of Leasametric, but the company maintains offices in approximately thirty-five U.S. and Canadian cities. The company classifies its business activities as distribution, equipment leasing and equipment maintenance. In addition, the company is a manufacturer's representative for the following companies: Hewlett-Packard, Texas Instruments, Apple, Pertronics, and DEC. Generally speaking, Leasametric is more interested in leasing equipment than in selling. The bulk of the company's leases are made with scientific and engineering enterprises. The company has 91 percent of its business in the United States, 8 percent in Canada and 1 percent in Germany. 130 salesmen are currently employed. The main products leased are electronics instrumentation, computers, terminals and personal computers. When actually selling as opposed to leasing, the company tends to concentrate on individual units rather than systems and sells 100 percent hardware, no software. None of the items sold or leased are carried in stock. Leasametrics relies exclusively on service provided by supplying companies. The company has purchased Canadian products and this was done through a wholly owned Canadian subsidiary. Canadian companies who feel that they have a product to offer Leasametrics should contact the company's Canadian general manager. Mr. Sobo felt that there was probably little chance of any joint marketing venture between Canadian and Leasametric because of possible conflict of interest with the company's Canadian subsidiary but he advised that his company is generally in favor of that type of activity, and pointed out that Leasametric currently had a very satisfactory joint venture with a German company. Leasametric is interested in investigating new sources for personal computers.

### **THE KOFFLER GROUP**

3029 Wilshire Boulevard  
Santa Monica, CA 90403 (213) 453-1844

Mr. R. Koffler, President