

law, Canadian exporters are advised to contact the Canadian Printing Industries Association in Ottawa.*

In response to the question of the effect of the Free Trade Agreement between Canada and the United States on their purchasing policy, the majority (65%) of respondents who would source from Canada indicated that the Agreement would have no effect. Only 17.5% of these respondents interested in Canadian sources of supply expected to increase their purchases from Canada as a result of the Agreement while another 17.5% had not considered the impact of the Agreement on their purchasing.

Eleven U.S. importers are currently seeking sources of printing and specific printing products. These firms are:

- **Adapt Inc.** is actively seeking sources of supply for magazines.
- **Admark Inc.** is looking for sources of supply for printed paperboard packaging.
- **Educational Achievement Systems** is searching for sources of supply for book cover replications on shipping boxes.
- **Educational Communications Inc.** wants to locate sources of supply for printed letters and brochures.
- **ELS Educational Services** is seeking sources of supply for four colour brochures.
- **ETM Publishing** wants to find sources of supply for business forms and labels.
- **Hardin-Grayhill Printers Inc.** is seeking to locate sources of supply for magazines, brochures, and hard print.
- **Llewellyn Publications** is actively seeking sources of supply for playing cards.
- **Pan Western Products** is seeking sources of supply for bamboo trays with imprinted artwork.
- **W.B. Saunders Company** is looking for sources of supply for four-colour sheet printing.

* Source: "Troubled by an Unfavourable Marking Ruling?: Here's What You Can Do", Canadian Printing Industries Association press release.