

Success story at printing and paper fair in Germany



The Canadian exhibit at Drupa '82 in Dusseldorf.

Besides the concrete evidence of onsite sales totalling \$4 million, Canadian manufacturers of printing and bookbinding machinery and equipment found additional reasons to be more than satisfied with their participation in the Canadian government exhibit at Drupa '82 (International Fair, Printing and Paper) in Dusseldorf, Federal Republic of Germany, this summer.

"...great exposure and fantastic insight to other products", one exhibitor said, and another confirmed this reaction, "...show orients us to the export market world-wide. Met many people who can be helpful to us in the trade. Learned what our place is in the world market and what we can and cannot export. All very worthwhile".

Summing up, a veteran trade show exhibitor writes, "...our involvement with Drupa has resulted in the most successful trade show in the history of our company".

The eight companies in the Canadian exhibit have projected that contacts made at the show will develop sales over the next 12 months of close to \$20 million. Their actual sales at the show were made to buyers from many countries — West Germany, Belgium, Pakistan, Colombia, Saudi Arabia, the Philippines, the United States, Australia, France, Italy, Austria, Greece, Singapore, Italy, India, Spain and England.

Participants

The Canadian exhibitors were:

- Arpeco Engineering Limited, Missis-

sauga, Ontario — inspection slit/rewinder.

- Danube Electric Limited, Delta, British Columbia — universal batch counter and totalizer.

- Dexter-Lawson Products Limited, Cambridge, Ontario — microcomputer cutter.

- Digitrol Computers Incorporated, Waterloo, Ontario — guillotine cutter, capable of retrofitting with microcomputer to any make of cutter.

- Profold Incorporated, Cambridge, Ontario — letter-folder machine.

- Pro Forms Limited, Calgary, Alberta — roll collator for manufacture of snapout and continuous business forms.

- Rotoflex International Incorporated, Mississauga, Ontario — inspection slit/rewinder.

- Sanden Machine Limited, Cambridge, Ontario — rotary offset web equipment for business forms and continuous application.

For three of the companies, Drupa '82 provided a stage for the world *première* of their new productions. Danube has produced a universal counter and totalizer, the Batch Counter, that can be used wherever accurate and fast counting and batching is required.

Digitrol Computer has designed a guillotine cutter that can be easily retrofitted to any cutter manufactured in the world — the retrofit kit provides all materials necessary to add the microcomputer to the cutter.

Brand new is Pro Form's roll collator for the manufacture of snapout and con-

tinuous business forms. The Pro-protect-a-form, developed with the co-operation of Greyhound Lines of Canada Limited, is a unique technique for handling small package deliveries. It enables the collating of a form contained within a heat-sealed, adhesive-backed polythene envelope. The company was offering licensing arrangements only and went into Drupa not knowing if this concept would sell or if enough countries could use its product. "We now know that our approach was correct and that we had seriously underestimated the potential for our product," Pro Forms reports. "We enjoyed success beyond our wildest dreams."

The gains made by the Canadian printing and bookbinding industry in both domestic and export markets has been well above the average.

Production of printing and bookbinding machinery and equipment has increased from \$13.3 million in 1970 to more than \$61 million in 1980 (latest figure) — an average annual rate of 16.6 per cent. Exports, which accounted for some 35 per cent of industry shipments in 1980, have increased at an average annual rate of 11.4 per cent from \$7.3 million in 1970 to \$11.4 million ten years later. Although the United States is the largest export market for printing and bookbinding machinery and equipment (about \$14.8 million or 70 per cent in 1980), sales elsewhere have been showing a steady increase. In 1980 exports to Europe accounted for more than 22 per cent or \$4.7 million of the industry's total exports.

(From Canada Commerce, September 1982 issue.)

Prehistoric carving found

Anthropologists have unearthed a 5 000-year-old rock carving on the shore of Clearwater Bay at Lake of the Woods, on the border of Manitoba and Ontario.

Jack Steinbring, a professor at the University of Manitoba in Winnipeg, said the carving, or petroglyph, is the oldest scientifically dated sample in North America. Scientists were able to date the carving by the age of the soil that covered the rock, he said.

The carving, which depicts a buffalo, was made by the predecessors of today's Algonkian-speaking Indians and could shed new light on man's development in northwestern Ontario, said Professor Steinbring.