

data sources, we strongly urge Canadian manufacturers to use the figures with caution and suggest that they serve as indicators only. Readers should note that although Modern Packaging totals are significantly lower than Census totals for 1978, which is the latest year available in tabulated form from either source, industry sources generally use the Modern Packaging breakdown as their marketing guide. Modern Packaging figures are shown in Table 2.2 following. The Census Bureau's figures are shown for comparison in Table 2.2(1) in the Appendix.

A comparison of the increases and reductions of the machine types shown in Table 2.2 will give Canadian exporters an indication of whether the machine types they are currently producing or developing could have a secure future in the U.S. market. Canadian exporters should remember, however, that the packaging market is always responsive to new trends in technology and that there can easily be a swing towards machine types that are currently in disfavour if new technology can be demonstrated.

Table 2.2 shows that the highest growth rates from 1974 to 1978 were experienced in shipments of form, fill and seal equipment, which show an increase of 89% over the period. Other equipment types which recorded significant gains were case loading, handling, and sealing equipment, (72% increase); cartoning and multi-packing equipment, (54% increase); and, coding, marking and imprinting equipment, (13% increase).

At the same time, some equipment types experienced significant reductions in shipments. These types were: bag handling, filling and closing equipment