

U.S. importers interested in Canadian printing services and printed products indicated that they prefer to obtain information from the Canadian company through brochures, industry publications, personal contact by the company, contact by a company representative and trade fairs. The lower prices of the imported product compared to domestic prices was most frequently reported to be a significant consideration in importers' decisions to source outside the United States. Interviews with U.S. associations connected with the printing industry indicated that the Canadian industry is perceived to be competitive with the U.S. industry.

The primary end users of the printing services and printed products, as identified by the respondents, are U.S. publishers (8% of respondents), newspaper companies (8% of respondents), hospitals (6% of respondents), insurance companies (4% of respondents), and U.S. print brokers (2% of respondents). Other end users are schools and educational institutions (18% of respondents), retailers (16% of respondents) and accounting/law firms (4% of respondents).

Some specific opportunities have been identified through the survey of U.S. importers. These included printed products which are not the focus of the study but have been included in this report for information only. Sources of printing services and printed products are currently being sought for magazines, printed paperboard packaging, book cover replications on shipping boxes, letters and brochures, four-colour brochures, business forms and labels, playing cards, bamboo trays with imprinted artwork, four-colour sheet printing and life-size posters. Information on companies seeking these services and products is found in Appendix 1. Also, a list of those companies which are generally interested in learning more about Canadian sources of printing and printed products has been compiled in Appendix 2.

External Affairs and International Trade Canada recommends that Canadian firms should consult the Canadian Trade Commissioner located closest to each company being considered for contact prior to doing so in order to obtain advice, assistance and further company information. Canadian government contacts in Canada and the United States are provided in Appendix 9.