

I. INTRODUCTION

Statement of Objectives

The objective of this section of the report is to provide information and advice from the executives of Canadian printers that have expanded their markets to the United States. It is intended that this information will assist other Canadian printers to avoid problems and pitfalls that can be encountered in attempting to enter the U.S. market.

How this Section of the Report is Structured

This section contains information regarding gaining access to the U.S. market, necessities for U.S. market success, and methods for entering the market. *How to Stay in the U.S. Market* discusses how to maintain a position in the United States with details regarding how to generate and/or retain U.S. sales. Please note that all dollar figures are in Canadian dollars.

Method Used to Obtain Information

The information for this section was obtained through interviews of five Canadian printers with U.S. export or expansion experience. The firms which volunteered their assistance are all members of the Canadian Printing Industry Association (CPIA).

Background on Printers Interviewed

Key personnel interviewed from each of the five Canadian printing companies were: Don Griffin, owner and operator, and Randy Pope, Lowe-Martin's President of Synergy, of Lowe Martin, Ottawa, Ontario; Lyle Henderson, owner and operator of Henderson Printing in Brockville, Ontario; Brian Auty, owner and operator of Auty Printing in Toronto, Ontario; Mike Colinge, Vice President of Marketing and Sales for Webcom, Toronto, Ontario; and finally, John Morris, Chairman and Managing Partner of McLaren, Morris and Todd (MM&T) in Toronto, Ontario. Summaries of these interviews are provided in Appendix I to this report.

II. HOW TO GET INTO THE U.S. MARKET

Overcoming Perceived Barriers to Exporting

This section contains a discussion of methods that have either been successful or unsuccessful for Canadian printers who have exported products to the United States. According