

The primary end users of the printed products, as identified by the respondents, were:

- U.S. publishers (8% of the respondents);
- newspaper companies (8% of the respondents);
- hospitals (6% of the respondents);
- insurance companies (4% of the respondents);
- U.S. print brokers (2% of the respondents).

Other end users identified by the respondents include schools and educational institutions (18% of the respondents), retailers (16% of respondents), individual consumers and libraries (14% of respondents each) and collectors and law or accounting firms (4% of respondents each).

Trade fairs serving the printing sector as noted by the respondents are "Graph EXPO East & West"* and "Print '91". Industry publications most frequently read by respondents include *Publisher's Weekly*, *Printing Impressions*, *Graphic Arts Monthly* and *Printing Technology*.

The majority of respondents (80%) interested in Canadian suppliers reported that they faced no barriers to sourcing from Canadian suppliers of printed products. The respondents that did cite barriers referred to tariffs and customs regulations. The Canada-U.S. Free Trade Agreement will remove tariffs on Canadian imports by January 1993.

Although the Free Trade Agreement is likely to remove the duties barrier, U.S. country of origin marking rules are likely to remain as a potential barrier to reaching export potential of printed paper products. The consequence of these rulings are that the prescribed location and size of the "Printed in Canada" mark may render the product unmarketable in the United States. In the event that an unfavourable marking ruling has been applied to a shipment, Canadian exporters are advised to seek recourse. It is possible that the item of printed material may fall within one of the exceptions to the marking requirement or alternative locations and sizes for the mark. Informal contact with the import specialist at the port of entry is the first in a series of avenues available to the exporter. For more complete information on U.S. country of origin marking rules and recourse under U.S.

* It should be noted that Graph Expo is a show for sellers of printing equipment and technology, not printing services.