

Differences became apparent. Despite their relationship with Lamson, Moore discovered some important differences between North Americans and Europeans after the acquisition:

- the process of change takes longer in Europe than in North America; and
- contrary to many North American prejudices, Europeans have reached a high degree of technical sophistication and competence. It was particularly important for Moore to recognize this, since its North American R&D office is responsible for developing products for the European markets as well. One solution is to get R&D people to attend European trade shows.