

anyone down the street. Included in that is discussing unpopular issues like 'Printed in Canada' marking requirements. This can be a very sensitive issue for our customers."

Can you do anything to help these "marking sensitive" customers?

"The most prominent marking areas are on the cover and if it is a concern to our customer we try to get the marking off the cover. We do not have to put 'Printed in Canada' on the cover unless the name and address of the publisher is there. We check with the customer and if they do not feel that is important to have their name and address there we take their name and address off and have the 'Printed in Canada' in notation on the copyright page."

Are shipping costs a problem?

"Our shipping cost typically run less than 5% of the total cost of the job which in most cases is less than our U.S. competition. We always inform the customer of these added shipping costs up front so there are no surprises when they receive the product. All the shipping is done through independent carriers. In some cases we prepackage the shipment for U.S. Postal secondary shipment once it is unloaded in Buffalo. We do ship directly from Toronto using major carriers, the costs can be very high, but because we ship a large amount on a regular basis we have been able to negotiate with the carriers to get the costs more competitive."

Have you experienced any difficulties or delays at Customs?

"In most cases U.S. customs is not a problem. We do enough shipping that is all taken care of electronically so border crossing is really a non-issue. There are Customs issues where they may question a product's classification or there may be Customs clearance fee changes so we work closely with our Customs brokers. Customs clearance fees usually run about 100 to 200 dollars per truckload."

Is there a competitive pricing disadvantage for Canadian web printers?

"We have found that U.S. printers' pricing is consistent with our pricing so competition has typically been on other issues."

Are there any special abilities that allow Webcom to export to the United States?

"There are more similarities than differences between the U.S. and Canadian markets. Doing business with a U.S. customer is not like doing business with a German or French customer. The main thing that allows Webcom to export to the United States is that we have taken the initiative and made the investment in time and effort to go down and find out what it takes to be successful. What I see with Canadian printing companies is the initial effort and follow through is not there. Just because the United States market is ten times the size of the Canadian market does not mean you can go down and get a small piece (of the market) and be successful. However, if you are good at what you do up here there is no reason to believe you can not go down and exploit that niche in the United States."

If you were contacting buyers in a potential U.S. market who would they be? What