

LOONAM AND ASSOCIATES (Continued.)

Whilst Mr. Loonam is not actively looking for new products at present, he is interested. He was in Canada two years ago, at the Canadian Government's request, looking for new products. Mr. Loonam belongs to the Western Packaging Association and the Bottlers & Brewers Association.

PACKAGING DEVICES

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Packaging Devices also have a branch in San Francisco which is operated by Mr Sethi's partner. The company represents Kalish (the Canadian company- bottle fillers, auto pumps, cappers and sealers), Sterns (metal detectors), Centropak (pressure sensitive labellers), Pack Rapid (pouch makers), Industrial Marking (equipment for printing cartons and labels), Compacor (case sealers and erectors), the Woodman Company (vertical form fill and sealers), Noack (German blister machines), TopVac (Swiss vacu-formed pouches for the food industry), Theale & Co. (horizontal cartoning machines), Meyer (bucket elevators), and Jetstream (air film conveying). The company's most popular selling machines are a Kalix tube filling machine and a Kalish bottle filler for tablets. No quantities or sales volume were available. Pointed out that Los Angeles is an important center for vitamins etc because of the large health food following here. Main customer groups are Pharmaceuticals and the food industry. The company utilizes four salesmen. Mr Sethi's customers prefer to buy their machines FOB their own plants. He feels that customers should not be bothered with customs duty and excess paperwork, that it should be done by the manufacturer and his representative. Mr Sethi sees an expanding market in Southern California for dried fruits and dates caused by Iran's inability to ship to the U.S.. He finds that his customers are eager to purchase advanced technology and that they are very open minded about imported machinery. He feels that high speed blister packaging machinery especially for tablets will be a coming market. He has not dealt with any Canadian companies apart from Kalish, but visits Canadian shows and finds Canadian sales and service attitudes are excellent. He is interested in new high technology products and is interested in reviewing the products in the study. He feels Canadians manufacturers should concentrate on developing high speed technically advanced equipment.

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