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# MARKET INTELLIGENCE

**IMPORT PROFILE**

## **SPECTACLE AND EYEGLASS FRAMES**

**Pub. No.: 89108-IP**

**September 1989**



Industry, Science and  
Technology Canada

Industrie, Sciences et  
Technologie Canada

**Canada**

ID 422

**IMPORT PROFILE**  
**SPECTACLE AND EYEGLASS**  
**FRAMES**

Pub. No.: 89108-IP      September 1989

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**FOR MORE INFORMATION PLEASE CONTACT:**

Market Intelligence Division  
Services to Business Branch  
Industry, Science and Technology Canada  
235 Queen Street  
Ottawa, Ontario  
K1A 0H5  
Tel: (613) 954-4970

OR Health Care Products Division  
Resource Processing Industries Branch  
Industry, Science and Technology Canada  
235 Queen Street  
Ottawa, Ontario  
K1A 0H5  
Tel: (613) 954-3066

**REFERENCE SOURCES**

Industry, Science and Technology Canada  
Statistics Canada  
Revenue Canada  
U.S. Department of Commerce

**TARIFFS**

Enquiries concerning tariffs should be directed to the nearest Customs and Excise office or to:

Tariff Programs  
Revenue Canada  
Customs and Excise  
Ottawa, Ontario  
K1A 0L5  
Tel: (613) 954-7020

**EXPLANATORY NOTES**

**Valuation**

Imports are generally recorded at the values established for customs duty purposes according to the provisions of the Customs Act. Customs values are identical to selling prices for most transactions between non-affiliated companies, but customs values exceed selling prices for many transactions between affiliated companies.

All values are reported in Canadian dollars and do not include duty.

**Average Growth Rate**

Growth rates are calculated on the basis of annual compounding.

**Rounding**

Figures may not add due to rounding.

**Identification of Foreign Companies**

The names of the foreign companies are as captured on the computer system and may not be the full legal corporate name. A foreign company may appear in the source several different ways. Attempts are made to consolidate all various entries into one company. For this reason, the value associated with any given company is deemed to be the minimum value. In addition, some of the value may be included in the "not known" category.

# TABLE OF CONTENTS

	PAGE
Introduction	5
Canadian Imports	5
Canadian Production	6
Canadian Exports	7
United States' Imports	7
Import Trend Data (1984-1987)	9
Canadian Importers	12
Foreign Exporters to Canada	14



## SPECTACLE AND EYEGLOSS FRAMES

### INTRODUCTION

This report is part of a continuing series designed to increase business awareness of the potential existing for production in Canada.

### CANADIAN IMPORTS

#### A) Harmonized System Effective 1988\*

<u>Description</u>	<u>Commodity Code</u>	<u>1988 Imports Value</u> (\$ Million)	<u>Jan.-June 1989 Value</u> (\$ Million)
Frames and mountings of plastics:			
-For safety goggles or safety spectacles designed for use by workers employed in hazardous work; for prismatic eyeglasses for reading	9003.11.10.00	3.2	1.9
-For other spectacles, goggles, or the like	9003.11.20.00	38.1	22.6
Frames and mountings of other materials:			
-For safety goggles or safety spectacles designed for use by workers employed in hazardous work; for prismatic eyeglasses for reading	9003.19.10.00	0.6	0.2
-For other spectacles, goggles or the like	9003.19.20.00	32.0	19.1

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\*NOTE: Prior to 1988, Canadian import statistics were based on the Canadian International Trade Classification. However, since January, 1988, these statistics have been classified and published according to the Harmonized Commodity Description and Coding System (H.S.), developed for international use by the Customs Cooperation Council. Figures given for the years prior to 1988 are not necessarily directly comparable to those for 1988.

## SPECTACLE AND EYEGLOSS FRAMES

### CANADIAN IMPORTS (Cont'd)

Import trend data for the years 1984-1987 are given on subsequent pages for the following products:

**B) Canadian International  
Trade Classification  
Prior to 1988\***

<u>Description</u>	<u>Commodity Code</u>	<u>Total Imports</u>		<u>% Change 1986/1987</u>
		<u>1986</u>	<u>1987</u>	
Spectacle and eyeglass frames	883-12-10	64.8	67.6	4.3

Lists of 1987 Canadian importers and foreign exporters to Canada are given on pages 12 and 14 respectively.

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\*NOTE: Prior to 1988, Canadian import statistics were based on the Canadian International Trade Classification. However, since January, 1988, these statistics have been classified and published according to the Harmonized Commodity Description and Coding System (H.S.), developed for international use by the Customs Cooperation Council. Figures given for the years prior to 1988 are not necessarily directly comparable to those for 1988.

### CANADIAN PRODUCTION

There are at least 28 Canadian manufacturers of frames and mountings for eyeglasses. Statistics Canada reports shipments of these products in 1985 and 1986 (the latest years for which information is available) as follows:

<u>Product</u>	<u>1985</u>		<u>1986</u>	
	<u>Establishment (No.)</u>	<u>Value (\$ 000)</u>	<u>Establishment (No.)</u>	<u>Value (\$ 000)</u>
Frames and mountings for eyeglasses	20	13 018	28	21 426 <sup>(1)</sup>

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(1) estimate

## SPECTACLE AND EYEGLOSS FRAMES

### CANADIAN EXPORTS

Statistics Canada reports that exports of frames and mountings for spectacles and goggles totalled \$5.6 million in 1988.

<u>Product</u>	<u>Country</u>	<u>Value</u> (\$ 000)	
Frames and mountings for spectacles, goggles or the like	Plastic:	United States	2 347
		Austria	535
		Other Countries	<u>360</u>
		TOTAL	3 243
	Other Materials:	United States	1 859
		Other Countries	<u>487</u>
		TOTAL	2 346

### UNITED STATES' IMPORTS

The United States Department of Commerce indicates that U.S. imports of frames and mountings for eyeglasses, goggles, etc., from all countries in 1988 totalled \$475.6 million. Canada's share of U.S. imports was \$2.9 million.

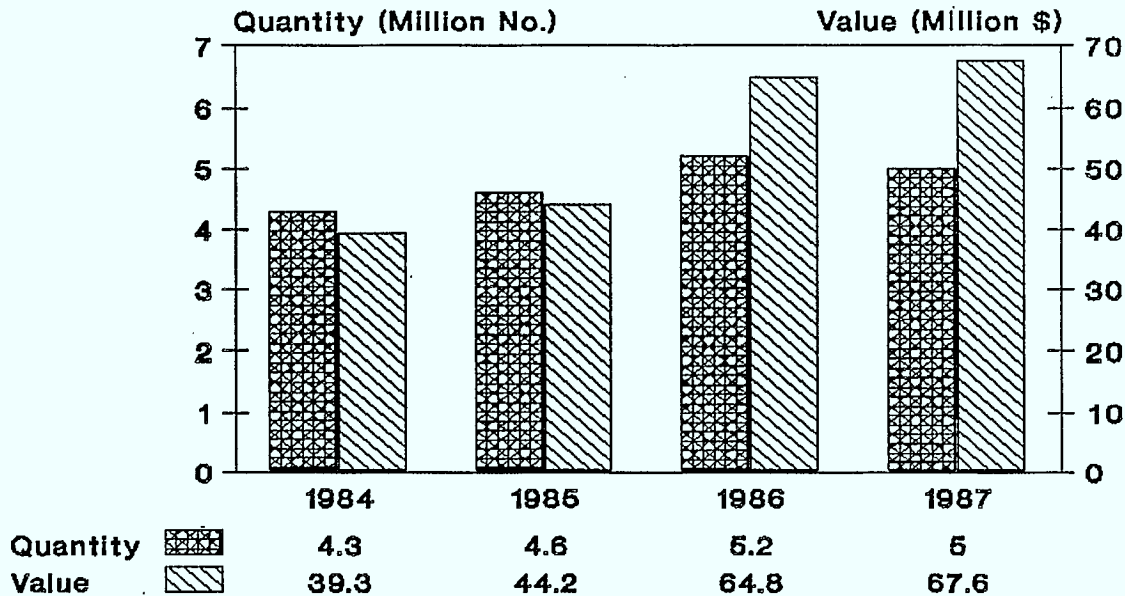




**IMPORT TREND DATA**

**(1984 TO 1987)**

## Spectacle and Eyeglass Frames Commodity Code 883-12-10 Import Trends



### Imports by Major Foreign Country of Export

<u>Foreign Country of Export</u>	<u>1984</u>	<u>1985</u>	<u>1986</u>	<u>1987</u>	<u>Average Annual Growth Rate 1984-87 %</u>
Italy					
Quantity (000 No.)	1 346	1 469	1 448	1 424	2
Value (\$000)	13 225	14 595	19 208	21 395	17
Japan					
Quantity (000 No.)	427	479	887	982	32
Value (\$000)	3 628	4 600	10 718	12 550	51
France					
Quantity (000 No.)	711	623	528	567	-7
Value (\$000)	6 222	6 095	8 231	8 455	11
Germany, Fed. Rep.					
Quantity (000 No.)	374	444	434	381	1
Value (\$000)	5 259	6 665	8 702	7 963	15
United States					
Quantity (000 No.)	443	323	450	523	6
Value (\$000)	3 760	3 519	5 802	6 891	22
Austria					
Quantity (000 No.)	151	190	287	183	7
Value (\$000)	2712	3600	5893	5480	26
Other					
Quantity (000 No.)	827	1 034	1 145	903	3
Value (\$000)	4 465	5 158	6 224	4 837	3
<hr style="border-top: 1px dashed black;"/>					
Total					
Quantity (000 No.)	4 279	4 562	5 179	4 963	5
Value (\$000)	39 271	44 232	64 778	67 571	20

SPECTACLE AND EYEGLASS FRAMES  
Commodity Code 883-12-10

IMPORT MARKET SHARES

Foreign Country of Export	1984	1985	1986	1987
	%	%	%	%
Italy				
Quantity	31.5	32.2	28.0	28.7
Value	33.7	33.0	29.7	31.7
Japan				
Quantity	10.0	10.5	17.1	19.8
Value	9.2	10.4	16.5	18.6
France				
Quantity	16.6	13.7	10.2	11.4
Value	15.8	13.8	12.7	12.5
Germany, Fed. Rep.				
Quantity	8.7	9.7	8.4	7.7
Value	13.4	15.1	13.4	11.8
United States				
Quantity	10.4	7.1	8.7	10.5
Value	9.6	8.0	9.0	10.2
Austria				
Quantity	3.5	4.2	5.5	3.7
Value	6.9	8.1	9.1	8.1
Other				
Quantity	19.3	22.7	22.1	18.2
Value	11.4	11.7	9.6	7.2
Total				
Quantity	100.0	100.0	100.0	100.0
Value	100.0	100.0	100.0	100.0

Unit Prices  
(\$ per unit)

Foreign Country of Export	1984	1985	1986	1987
Italy	9.83	9.94	13.27	15.02
Japan	8.50	9.60	12.08	12.78
France	8.75	9.78	15.59	14.91
Germany, Fed. Rep.	14.06	15.01	20.05	20.90
United States	8.49	10.89	12.89	13.18
Austria	17.96	18.95	20.53	29.95
Other	5.40	4.99	5.44	5.36
All Countries	9.18	9.70	12.51	13.61

## CANADIAN IMPORTERS

In 1987, the principal 10 importers of spectacle and eyeglass frames accounted for 67 per cent of the total import value.

<u>Principal Importers</u> (No.)	<u>Cumulative Value</u> (\$ Million)	<u>Per Cent of Total Value</u>
5	31.0	46
10	45.2	67
20	56.0	83
All Importers (106)	67.6	100

Importers of spectacle and eyeglass frames during 1987 are listed below in alphabetical order. This list includes all importers except individuals and a minimal number of importers whose names were not available.

<u>Name</u>	<u>Address</u>	<u>Name</u>	<u>Address</u>
546401 Ontario Ltd. Canada	Lindsay, Ont.	Cie D Optique Polaire Inc., La	Québec, Qué.
A F Enterprises Int'l Ltd.	Charlottetown, P.E.I.	Collection Louis Haritver Inc.	Montréal, Qué.
Accurate Optical Services Ltd.	Edmonton, Alta.	Continental Cosmetics and Equipment Co. Ltd.	Downsview, Ont.
Allmetal Screw Products of Canada Ltd.	Toronto, Ont.	Creations Optiques Caro Inc.	Montréal, Qué.
Amanda Design Inc.	Montréal, Qué.	Crown Opticians O/B Crown Optical Centre Ltd.	Toronto, Ont.
Aoco Ltd.	Markham, Ont.	D O C Optics Corporation of Canada*	Southfield, MI, U.S.A.*
Apollo Eye Care Centre Inc.	Downsview, Ont.	Deauville International Optical Ltd.	Concord, Ont.
Argus Optical Frames Ltd.	Toronto, Ont.	Derouin Opticians Ltd.	Ottawa, Ont.
Art Schmidt Optical Co. Ltd.	Kelowna, B.C.	Diffusion Binocle Inc.	Montréal, Qué.
Barton Souvenirs Inc.	North Vancouver, B.C.	Distinct Optics Inc.	Vancouver, B.C.
Bausch & Lomb Canada Inc.	Markham, Ont.	Dr. Josephson Ltd.	Toronto, Ont.
Bayview Group Inc.	Concord, Ont.	Entreprises Roger Dumont Inc.	Montreal, Que.
Benson Edwards Optical c/o Ralph Edwards-John Benson	Kitchener, Ont.	Essilor Canada Ltée.	St. Laurent, Qué.
Brass Monocle Inc., The	Calgary, Alta.	Eye Masters Ltd.	Edmonton, Alta.
Bridlewood Optical Ltd.	Willowdale, Ont.	Eye Wear Inc.	West Royalty, P.E.I.
C and G Optical Inc.	Kelowna, B.C.	F Farhat O O D	Montréal, Qué.
Canoptec Inc.	St. Laurent, Qué.	Fidelity Leather and Vinyl Products Ltd.	Niagara Falls, Ont.
Carl Zeiss Canada Ltd.	Don Mills, Ont.	First Canadian Optical Ltd.	Toronto, Ont.
Catherwood Ltd.	Toronto, Ont.	Flash Optique Inc.	Montréal, Qué.
Centennial Optical Ltd.	Toronto, Ont.	Focal Point Optician Ltd.	Langley, B.C.
Central Optical Co.	Winnipeg, Man.	Gestion Dika Inc.	Dollard des Ormeaux, Qué.
Central Optical Inc.	Barrie, Ont.		
CIE Canadienne Produits Optics 1977 Ltd.	Montréal, Qué.		

\* Non-resident importer

**CANADIAN IMPORTERS (Cont'd)**

<u>Name</u>	<u>Address</u>	<u>Name</u>	<u>Address</u>
Glove of Canada Ltd.	Montréal, Qué.	Ovo Optique Inc.	Montréal, Qué.
Haida Optical Laboratories Ltd.	Burnaby, B.C.	Parmalee Ltd.	Scarborough, Ont.
Hakim Optical Laboratory Ltd.	Willowdale, Ont.	Pearle Vision Centre of Canada Ltd.	Vancouver, B.C.
Hazco Optical Company Ltd.	Montréal, Qué.	PK Douglass Inc.	Mississauga, Ont.
Henri Cohen Opticien		Point Optical Co. (1973) Ltd.	Saskatoon, Sask.
D'ordonnance Enrg.	Montréal, Qué.	Polarite Optical 1978 Ltd.	Edmonton, Alta.
IMAH (Canada) Pte Ltd.	Etobicoke, Ont.	Professional Optical Company Inc.	Willowdale, Ont.
Imperial Optical Company Ltd.	Toronto, Ont.	Professional Optical Services Ltd.	Brandon, Man.
International Importers Ltd.	Vancouver, B.C.	Public Optical	
John Weir Optical Ltd.	Islington, Ont.	O/B L W Abrams Ltd.	Downsview, Ont.
Johnoptics International Ltd.	Toronto, Ont.	Raymond Lanctot 1982 Ltée.	Montréal, Qué.
K D S Optical Company Ltd.	Toronto, Ont.	Renaissance Eyewear Inc.	Montréal, Qué.
Kirby and Wilson Manufacturing Inc.	Rexdale, Ont.	Rodenstock Canada Inc.	Toronto, Ont.
Laboratoire Pro Vision Inc.	Montréal, Qué.	Salomon Mahoum Sales Inc.	Vancouver, B.C.
Laboratoire D'Optique de Hull Inc.	Hull, Qué.	Siebe Norton Inc.	Rexdale, Ont.
Lunettes Anthony Martin Eyewear Inc.	Montréal, Qué.	Société D'Optique Ultima Inc.	Montréal, Qué.
Lunettes Cartier Ltée.	Montréal, Qué.	Soquelec Ltd.	Montréal, Qué.
Luxottica Canada Ltd.	Mississauga, Ont.	Sterling Optical	Woodbury, NY, U.S.A.*
Main Optical Inc.	Montréal, Qué.	Stewart N King Ltd.	Winnipeg, Man.
Mazigi Opticien	Montréal, Qué.	Style Optic Inc.	Montréal, Qué.
Menard Canada Inc.	Mississauga, Ont.	Tanner Eye Ltd.	Charlottetown, P.E.I.
Mundial Optique	Montréal, Qué.	Techno-Lab Optimum Inc.	Montréal, Qué.
Naveen and Company Ltd.	Toronto, Ont.	Trans-American Optical Corp.	Montréal, Qué.
Neostyle Canada Ltd.	Concord, Ont.	Tropic-cal of Canada Ltd.	Mississauga, Ont.
Opal Optical Ltd.	Georgetown, Ont.	Tru-Valu Optical Ltd.	West Vancouver, B.C.
Optic Direct Inc.	Montréal, Qué.	V P I Canada Ltd.	Richmond Hill, Ont.
Optilook Inc.	Sherbrooke, Qué.	Vilico Optical Inc.	Montréal, Qué.
Optiq Ltd.	Concord, Ont.	Viscount Optical Ltd.	Calgary, Alta.
Optique Westlab Inc.	Montréal, Qué.	Viva Optique Canada Inc.	Moncton, N.B.
Optique Nordic International Inc.	Montréal, Qué.	W E Leung C W Ho Prof Corp.	Calgary, Alta.
Optique Perfect Inc.	Montréal, Qué.	Western Optical Co.Inc.	Montréal, Qué.
Optique Caméo Ltée.	Montréal, Qué.	Yorkdale Optical Centre	Toronto, Ont.
Optyl Eyewear Fashion International Ltd.	Mississauga, Ont.		

\* Non-resident importer

**FOREIGN EXPORTERS TO CANADA**

Major exporters to Canada of spectacle and eyeglass frames during 1987, are listed below in descending order of dollar value by major country of export. These exporters accounted for 68 per cent of the total value of imports in 1987.

<u>Country Of Origin</u>	<u>Exporter Name</u>	<u>1987 Value of Imports (\$ 000)</u>	
Italy	Luxottica, S.P.A. )	9 117*	
	Mecanoptica )		
	Safilo, S.P.A. )		
	Lewis )	2 447*	
			Liven International )
			Demeneo S.R.L. )
			Occhialeria Sopracol )
	Lumen Ind. )	2 302*	
			Allison, S.P.A. )
			Fedon Cochiall )
	Desil )	861*	
			MPA Meccanica Plastic )
			Personal Occhiali S.R.L. )
	Japan	Nakanishi Optical	2 674
		Shoebuy Inc. )	4 555*
Charmant Optical Co. )			
Optic Prima Co. Ltd. )			
Fukushima Optical Co. )		2 128*	
			Aoyama Optical Co. )
Tominaga Optical Inc. )		1 098*	
			Kato Optical Co. Ltd. )
Erica Optical Co. )		780*	
			Cosmo Optical Co. )
Tura Inc. )		631*	
	Nissan Corp. )		
	Sol Optics Inc. )		
	Nippon Kogaku )		
France	Buffard La Doye )	1 932*	
	Essilor Int'l )		
	Lunettes Calamant )		

\* Aggregated to preserve confidentiality of Canadian importers

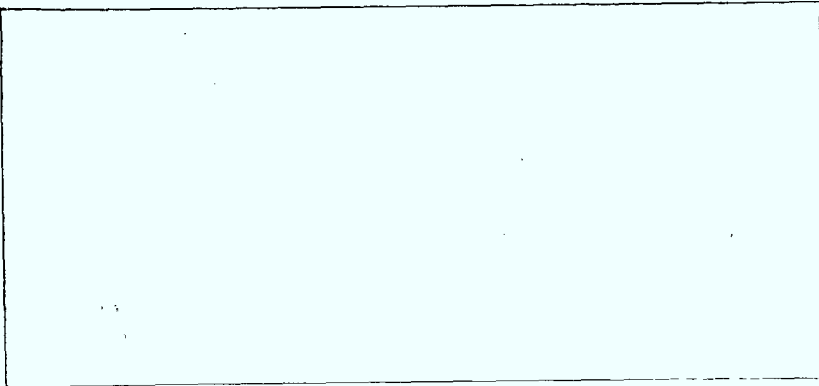
FOREIGN EXPORTERS TO CANADA (Cont'd)

<u>Country Of Origin</u>	<u>Exporter Name</u>	<u>1987 Value of Imports (\$ 000)</u>
France (Cont'd)	Lamy )	968*
	Vilor S.A.R.L. )	
	Lux de Morez )	677*
	GEM Lunetterie, S.A. )	
ETS Marius Morel )		
Germany, Rep. Fed.	Bourgeois Lunettes, S.A. )	3 058*
	Cabaud )	
	Optische Werk )	2 463*
	Metzler Int'l )	
	Optic Couture )	
	United States	Menrad )
Carl Zeiss Optical )		
Tauschek Brillen )		1 446*
Nigura Optic )		
Collection 2000 )		
Dr. E. Beck )		813*
Liberty Optical )		
Zyloware Corp. )		596*
Renaissance Eyewear )		
Carl Zeiss )		
Marine Optical Inc. )	532*	
Style Rite Optical Inc. )		
Austria	Swank National Optical Co.)	543*
	Universal Optical Co. )	
	Univis Eyewear Co. )	
	Rodenstock Corp. )	5 323*
	Sterling Optical Co. )	
	Optique du Monde )	
	Limited Editions )	
Willshire Designs )		
U.S.A. Optical Frame Co. )		
Nordic Int'l )		
Austria	A. Schmied )	5 323*
	Optyl Designs )	
	Carrera Int'l )	
	Porsche Design Prod. )	

\*Aggregated to preserve confidentiality of Canadian importers



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