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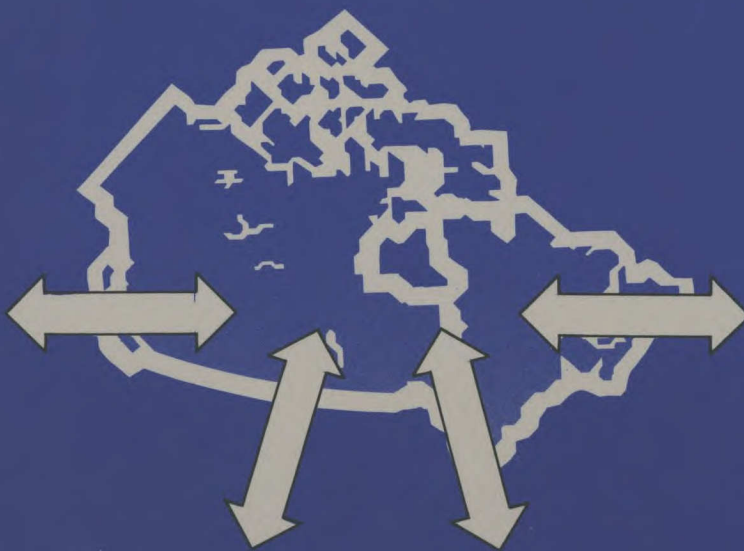
Industrie, Sciences et  
Technologie Canada

# MARKET INTELLIGENCE

## PRIMARY CELLS AND PRIMARY BATTERIES MANGANESE DIOXIDE TYPE

Pub. No.: 90068-IP

January 1991



Canada



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**PRIMARY CELLS  
AND PRIMARY BATTERIES  
MANGANESE DIOXIDE TYPE**

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Industry, Science and Technology Canada  
235 Queen Street  
Ottawa, Ontario  
K1A 0H5  
Tel.: (613) 954-4970  
Fax.: (613) 954-5463

OR Electrical and Energy Industries Equipment  
Division  
Surface Transportation and Machinery Branch  
Industry, Science and Technology Canada  
235 Queen Street  
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## REFERENCE SOURCES

Industry, Science and Technology Canada  
Statistics Canada, Tel.: (613) 951-9647  
Revenue Canada, Tel.: (613) 954-7006  
U.S. Department of Commerce,  
Bureau of the Census, Tel.: (301) 763-7754

## TARIFFS

Enquiries concerning Canadian 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) 954-7006  
Fax.: (613) 954-2509

Enquiries concerning tariffs and other  
government trade regulations in foreign  
countries should be directed to:

Info Export  
External Affairs  
Ottawa, Ontario  
K1A 0G2  
Tel.: (613) 993-6435 OR  
1-800-267-8376  
Fax.: (613) 996-9709

## EXPLANATORY NOTES

### Commodity Classification

Canadian Trade statistics are classified and published according to the  
International Convention on the Harmonized Commodity and Description Coding  
System (H.S.), as defined by the Canadian Customs Tariff and Statistical  
Nomenclature.

### Valuation

Dollar values shown in this report are based on selling price F.O.B. plant, in  
Canadian dollars. This selling price represents the value paid by the importer,  
excluding all freight, packing and insurance costs when specified. All trade  
discounts, when applicable, are also deducted from the selling price.

### Rounding

Figures may not add due to rounding.

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# PRIMARY CELLS AND PRIMARY BATTERIES MANGANESE DIOXIDE TYPE

## I. INTRODUCTION AND SCOPE

This is one of a continuing series of market intelligence reports on specific products and is designed to increase awareness of the potential existing for production in Canada. It is important, however, to emphasize that this report does not attempt any assessment as to the feasibility of competing in a particular market.

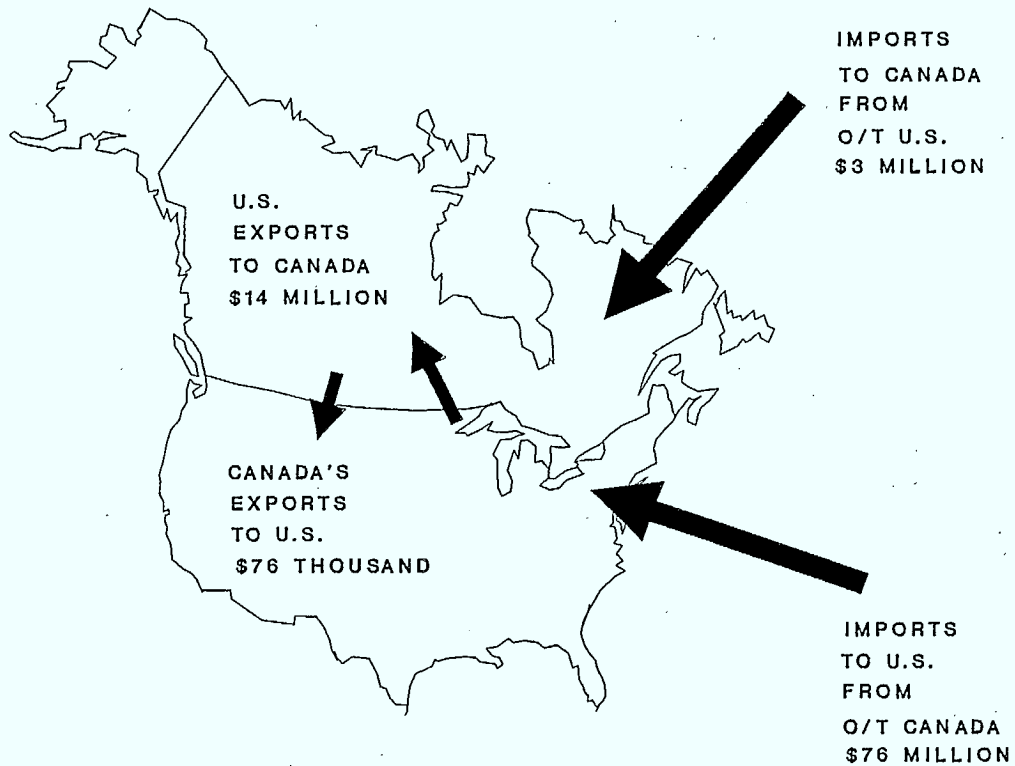
This profile is based on data from several sources (including some which are not generally available). The following is a list of all Harmonized System (H.S.) import commodity codes dealing with primary cells, primary batteries and electric accumulators. This report deals only with primary cells and primary batteries, manganese dioxide type (H.S. 8506.11.00.00). Other related reports are also listed.

<u>Description</u>	<u>H.S. Code Analyzed in this Report</u>	<u>Related Reports Pub. No.</u>
Primary Cells and Primary Batteries		
-Of an external volume not exceeding 300 cm <sup>3</sup> :		
--Manganese Dioxide	8506.11.00.00	N/A
--Mercuric Oxide		N/A
--Silver Oxide		90066-IP
--Other, type not known		
-Of an external volume not exceeding 300 cm <sup>3</sup> :		
-Parts		90067-IP
--Metal Caps		90067-IP
--Other		90067-IP
Electric Accumulators, including separators therefore, whether or not rectangular (including square)		
-Lead-Acid, of a kind used for starting piston engines		90071-IP
-Other Lead-Acid Accumulators		90075-IP
-Nickel-Cadmium		90063-IP
-Nickel-Iron		N/A
-Other, Type Not Known		90069-IP
-Parts		N/A

Total Imports in 1989 for all of the above products were valued at \$244.3 million. Imports of manganese dioxide type included in this report amounted to \$17.1 million or seven per cent of the total.

**PRIMARY CELLS AND PRIMARY BATTERIES  
MANGANESE DIOXIDE TYPE  
(H.S. 8506.11.00.00)**

**II. NORTH AMERICA IMPORTS - 1989**



**North America Imports - \$79 Million\***

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\* Excludes Mexico, and Canada - U.S. bilateral trade



**PRIMARY CELLS AND PRIMARY BATTERIES  
MANGANESE DIOXIDE TYPE  
(H.S. 8506.11.00.00)**

**III. SUMMARY OF CANADIAN IMPORTS**

1988		1989		1990 Jan.-June		Major Country % of Total Value		1990 Jan.-June
<u>Quantity</u> (000)	<u>Value</u> (\$000)	<u>Quantity</u> (000)	<u>Value</u> (\$000)	<u>Quantity</u> (000)	<u>Value</u> (\$000)	<u>1988</u>	<u>1989</u>	
38 225	14 260	48 086	17 061	17 497	7 763	U.S.A. 78	U.S.A. 82	U.S.A. 86

**1989 CANADIAN IMPORTS  
BY PROVINCE OF CUSTOMS CLEARANCE**

	<u>N.S.</u>	<u>N.B.</u>	<u>Qué.</u>	<u>Ont.</u>	<u>Man.</u>	<u>Sask.</u>	<u>Alta.</u>	<u>B.C.</u>	<u>All Provinces</u> <sup>(1)</sup>
Quantity (000)	4	0.2	2 614	45 119	3	3	22	322	48 086
Value (\$000)	1	*	395	16 458	1	1	8	193	17 061

\* Less than one thousand

<sup>(1)</sup> Includes Yukon and Northwest Territories



**PRIMARY CELLS AND PRIMARY BATTERIES  
MANGANESE DIOXIDE TYPE  
(H.S. 8506.11.00.00)**

**IV. CANADIAN IMPORTS BY MAJOR COUNTRY OF ORIGIN**

<u>Country<sup>(1)</sup> of Origin</u>	1988		1989		1990 Jan.-June	
	<u>Quantity</u> (000)	<u>Value</u> (\$000)	<u>Quantity</u> (000)	<u>Value</u> (\$000)	<u>Quantity</u> (000)	<u>Value</u> (\$000)
United States	27 538	11 145	32 670	14 050	13 959	6 686
Japan	6 800	1 962	5 318	1 306	2 825	795
Korea, Rep. of	1 065	309	3 811	518	11	35
Mexico	-	-	1 263	312	202	111
Taiwan	1 274	317	1 177	260	21	6
Thailand	420	79	1 190	165	195	25
Hong Kong	430	140	1 042	154	-	-
Indonesia	-	-	1 000	122	-	-
Malaysia	290	62	240	52	-	-
Germany, Fed. Rep. of	-	-	50	38	-	-
France	-	-	-	-	143	57
Belgium	253	193	-	-	110	39
Switzerland	61	28	-	-	-	-
United Kingdom	3	13	-	-	2	2
Other	<u>91</u>	<u>12</u>	<u>325</u>	<u>84</u>	<u>29</u>	<u>7</u>
TOTAL	38 225	14 260	48 086	17 061	17 497	7 763

(1) Countries are in descending order based on value for 1989.

**V. CANADIAN PRODUCTION**

Statistics Canada does not provide specific data on production or shipments by Canadian manufacturers of primary cells and primary batteries, manganese dioxide type.

**PRIMARY CELLS AND PRIMARY BATTERIES  
MANGANESE DIOXIDE TYPE**

**(H.S. 8506.11.00.00)**

**VI. CANADIAN EXPORTS - 1989**

<u>Country</u>	<u>Quantity</u> (000)	<u>Value</u> (\$000)
United States	275.6	76
Australia	2.4	15
Hong Kong	10.0	10
France	<u>1.4</u>	<u>1</u>
Total	289.4	102

**PRIMARY CELLS AND PRIMARY BATTERIES**  
**MANGANESE DIOXIDE TYPE**  
**(H.S. 8506.11.00.00)**

**VII. CANADIAN IMPORTERS - 1989**

The principal five importers of manganese dioxide type primary cells and primary batteries accounted for 85 per cent of the total import value during 1989.

<u>Principal Importers</u> (No.)	<u>Cumulative Value</u> (\$000)	<u>Cumulative % of Total Value</u>
5	14 548	85
10	15 795	93
15	16 275	95
All Importers (95)	17 061	100

The principal 15 importers are listed below in alphabetical order. The importer is not necessarily the end-user of the product. This list excludes individuals.

Name

Address

Canadian General Electric Co.  
Circle Sales & Import Ltd.  
Dicom Systems Limited  
Duracell Inc.  
Eversonic Inc.  
Fournitures Scolaires Banner Ltée.  
Hitachi (HSC) Canada Inc.  
Investissements Lefeuf et Paquette Inc., Les  
Kodak Canada Inc.  
Matsushita Electric of Canada Limited  
Motorola Canada Limited  
R P Eveready Inc.  
Radio Shack Division of Intertan Canada Ltd.  
Ray-O-Vac Canada Inc.  
Rotoflex International Inc.

Toronto, Ont.  
Montréal, Qué.  
Weston, Ont.  
Mississauga, Ont.  
Downsview, Ont.  
Ville D'Anjou, Qué.  
Pointe Claire, Qué.  
St. Hubert, Qué.  
Toronto, Ont.  
Mississauga, Ont.  
North York, Ont.  
Mississauga, Ont.  
Barrie, Ont.  
Mississauga, Ont.  
Mississauga, Ont.

**PRIMARY CELLS AND PRIMARY BATTERIES  
MANGANESE DIOXIDE TYPE**

(H.S. 8506.11.00.00)

**VIII. FOREIGN EXPORTERS TO CANADA - 1989**

Major exporters to Canada of primary cells and primary batteries, manganese dioxide type are listed by major country of origin in descending order of dollar value. These exporters accounted for 90 per cent of the total value of Canadian imports during 1989.

		Value of Exports to Canada
		1989
		(\$000)
<u>Country of Origin</u>	<u>Name of Foreign Exporter</u>	
United States	Duracell Inc. )	
	Eveready Battery Co. Inc. )	12 837*
	Rayovac Corp. )	
	Motorola Inc. )	
	Tecom LTC )	437*
	Eastman Kodak Co. )	
Japan	Matsushita Electric Ind. Co. )	
	A & A Japan Ltd. )	
	Kokusai Electric Co. Ltd. )	1 090*
	Hitachi Corp. )	
Korea, Rep. of	Rocket Electric Co. Ltd. )	
	STC Corp. )	
Taiwan	GPI Int'l. Ltd. )	917*
Mexico	Multi Promo )	
		15 281

\* Aggregated to preserve the confidentiality of Canadian importers.

**PRIMARY CELLS AND PRIMARY BATTERIES**  
**MANGANESE DIOXIDE TYPE**  
**(H.S. 8506.11.00.00)**

**IX. CANADIAN SUPPLIERS**

The following lists are taken from two sources: a) the Business Opportunities Sourcing System (BOSS), a computerized data bank established by the Federal Department of Industry, Science and Technology Canada; and, b) the Canadian Trade Index, published by the Canadian Manufacturers' Association (CMA). To be included in these lists a firm must have registered itself as a supplier of the products in question in BOSS and/or the Canadian Trade Index. In both cases, information on Canadian products supplied is as given by the companies.

**BOSS**

Canadian companies are arranged in alphabetical order.

**Batteries, Alkaline - Manganese Dioxide**

<u>Name</u>	<u>Address</u>
Baknor Industries	Mississauga, Ont.
Battery Depot Inc.	Mississauga, Ont.
*Duracell Canada Inc.	Mississauga, Ont.
*E.C. Battery Canada Corp.	Brampton, Ont.
*Eveready Div., Ralston Purina Cda, Inc.	Mississauga, Ont.
Nica Power Battery Corp.	Mississauga, Ont.

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\* Company engaged in export trade

Any enquiries and/or comments regarding the BOSS list should be directed to:

Business Opportunities Sourcing System  
Industry, Science and Technology Canada  
235 Queen Street  
Ottawa, Ontario K1A 0H5  
Tel.: (613) 954-5031  
Telex: 053-4123  
Fax: (613) 954-1894

**PRIMARY CELLS AND PRIMARY BATTERIES  
MANGANESE DIOXIDE TYPE  
(H.S. 8506.11.00.00)**

**IX. CANADIAN SUPPLIERS (Cont'd)**

CANADIAN TRADE INDEX

Canadian companies are arranged in alphabetical order.

Batteries, Dry General Purpose, Transistor and Alkaline

<u>Name</u>	<u>Address</u>
*Duracell Canada Inc.	Mississauga, Ont.
*Eveready Canada Inc.	Mississauga, Ont.

---

\* Company engaged in export trade

Any enquiries and/or comments regarding the Canadian Trade Index list should be directed to:

The Canadian Manufacturers' Association  
One Yonge Street  
Toronto, Ontario M5E 1J9  
Tel.: (416) 363-7261  
Telex: 065-24693  
Fax: (416) 363-3779

**PRIMARY CELLS AND PRIMARY BATTERIES  
MANGANESE DIOXIDE TYPE**

(H.S. 8506.11.00.00)

**X. CANADIAN AND FOREIGN TARIFFS**

Manganese dioxide type primary cells and primary batteries, included in this report are dutiable under the following Canadian tariff item.

<u>Tariff Item</u>	<u>Description of Goods</u>	<u>Tariff Treatment</u>		
		<u>Most Favoured Nation Tariff</u>	<u>General Preferential Tariff</u>	<u>United States Tariff</u>
	Primary cells and primary batteries			
	Of an external volume not exceeding 300 cm <sup>3</sup>			
8506.11.00	Manganese dioxide	10.8%	7%	8.6%
	On and after January 1, 1991			7.5%

Enquiries concerning tariffs should be directed to the nearest Customs and Excise office or to Revenue Canada, as listed on page two of this report.

**FOREIGN COUNTRIES**

Enquiries concerning tariffs and other government trade regulations in foreign countries should be directed to External Affairs, as listed on page two of this report.



**PRIMARY CELLS AND PRIMARY BATTERIES  
MANGANESE DIOXIDE TYPE**

**(H.S. 8506.11.00.00)**

**XI. UNITED STATES IMPORTS - 1989**

The United States Department of Commerce reports U.S. imports as follows:

<u>H.S. Product Code</u>	<u>Description</u>	<u>Quantity (000)</u>		<u>Value (\$000)<sup>(1)</sup></u>	
		<u>Total</u>	<u>From Canada</u>	<u>Total</u>	<u>From Canada</u>
8506.11.00.00	Primary cells and primary batteries having an external volume not exceeding 300 cm <sup>3</sup> , manganese dioxide type	177 001	276	31 036	76

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<sup>(1)</sup> A conversion factor of 1.1842 was used to convert 1989 U.S. imports value to \$Cdn.

