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MARKET INTELLIGENCE

GREETING, MESSAGE OR ANNOUNCEMENT CARDS

Pub. No.: 90118-IP

March 1991



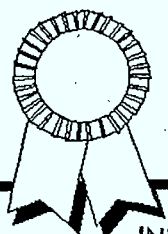
Canada



GREETING, MESSAGE OR ANNOUNCEMENT CARDS

Pub. No.: 90118-IP March 1991

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REFERENCE SOURCES

Industry, Science and Technology Canada
Statistics Canada, Tel.: (613) 951-9647
Revenue Canada, Tel.: (613) 954-7015
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) 954-7015
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.

Canada - U.S. Exchange Rate

The Bank of Canada exchange rates were used to convert U.S. imports reported in \$US to \$Cdn.

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GREETING, MESSAGE OR ANNOUNCEMENT CARDS

I. INTRODUCTION AND SCOPE

This is one of a continuing series of market intelligence reports designed to increase business awareness of the potential existing for production in Canada and to assist businesses and other organizations in their market research of specific products. The detailed information provided in these reports supports studies by organizations seeking to expand existing production lines, change individual product characteristics or engage in new manufacturing investment in Canada. The coverage of a market intelligence report is developed in close consultation with the client, and is tailored to meet their specific requirements. It is important to emphasize that this report does not attempt any assessment as to the feasibility of competing in a particular market.

This report is based on data from several sources for the following Harmonized System (H.S.) commodity code:

<u>Description</u>	<u>H.S. Commodity Code Analyzed</u>
Greeting, message or announcement cards	4909.00.00.20

GREETING, MESSAGE OR ANNOUNCEMENT CARDS (H.S. 4909.00.00.20)

II. SUMMARY OF CANADIAN IMPORTS

<u>Description and Commodity Code</u>	<u>Total Imports</u>			<u>Major Country of Export to Canada % of Total Value</u>		
	<u>1988 Value (\$000)</u>	<u>1989 Value (\$000)</u>	<u>1990 Value (\$000)</u>	<u>1988</u>	<u>1989</u>	<u>1990</u>
Greeting, message or announcement cards H.S. 4909.00.00.20	15 790	17 459	21 668	U.S.A. 78	U.S.A. 73	U.S.A. 78

1989 CANADIAN IMPORTS BY PROVINCE OF CUSTOMS CLEARANCE

	<u>Nfld.</u>	<u>P.E.I.</u>	<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⁽¹⁾</u>
Value (\$000)	1	-	3	23	1 236	13 941	259	12	378	1 600	17 459

1990 CANADIAN IMPORTS BY PROVINCE OF CUSTOMS CLEARANCE

	<u>Nfld.</u>	<u>P.E.I.</u>	<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⁽¹⁾</u>
Value (\$000)	-	-	10	10	1 455	17 542	228	12	557	1 848	21 668

⁽¹⁾ Includes Yukon and Northwest Territories

GREETING, MESSAGE OR ANNOUNCEMENT CARDS (H.S. 4909.00.00.20)

III. CANADIAN IMPORTS BY MAJOR COUNTRIES OR ORIGIN

<u>Country of Origin</u>	<u>1988</u>		<u>1989</u>		<u>1990</u>	
	<u>Value</u> (\$000)	<u>Import Market Share</u> (% based on value)	<u>Value</u> (\$000)	<u>Import Market Share</u> (% based on value)	<u>Value</u> (\$000)	<u>Import Market Share</u> (% based on value)
United States	12 324	78	12 669	73	16 975	78
United Kingdom	2 045	13	3 075	18	2 730	13
Hong Kong	709	5	852	5	685	3
Italy	199	1	188	1	224	1
Other	<u>513</u>	<u>3</u>	<u>675</u>	<u>3</u>	<u>1 054</u>	<u>5</u>
TOTAL	15 790	100	17 459	100	21 668	100

NOTE: Countries are in descending order based on value for 1989

IV. CANADIAN PRODUCTION

Although these products are presently manufactured in Canada, Statistics Canada does not report any specific data on production or shipments by Canadian manufacturers.

Any enquiries and/or comments regarding Canadian shipments should be directed to:

Statistics Canada
Industry Division
Survey of Manufactures Section
Ottawa, Ontario
K1A 0T6
Tel.: (613) 951-3523

GREETING, MESSAGE OR ANNOUNCEMENT CARDS

(H.S. 4909.00.00.20)

V. CANADIAN IMPORTERS - 1989

There were 675 known importers of greeting, message or announcement cards in 1989. The principal 40 importers accounted for 81 per cent of the total import value.

<u>Principal Importers</u> (No.)	<u>Cumulative Value</u> (\$000)	<u>Cumulative % of Total Value</u>
5	6 618	38
10	9 613	55
15	11 098	64
25	12 700	73
40	14 114	81
All Importers (675)	17 459	100

The major 40 importers of greeting, message or announcement cards during 1989 are listed below in alphabetical order. Where the importer is not the same as the consignee (i.e. the recipient of the goods shipped), the name of the consignee rather than that of the importer is listed. The importer or consignee is not necessarily the end-user of the product.

NOTE: This list includes importers except individuals.

<u>Name</u>	<u>Address</u>	<u>Name</u>	<u>Address</u>
416869 Ontario Ltd.	Toronto, Ont.	Importations G E B Inc., Les	Ste-Thérèse, Qué.
493758 Ontario Limited	London, Ont.	International Artcrafts Co. Ltd.	Stratford, Ont.
824274 Ontario Ltd.	Downsview, Ont.	Jannex Enterprises (1980) Ltd.	Markham, Ont.
American Greeting Corp.	Cleveland, OH, USA*	Nor-Ron Sales Limited	London, Ont.
Amscan Inc.	Harrison, NY, USA*	Paper E Clips Ltd.	Toronto, Ont.
Athena International Ltd.	Mississauga, Ont.	Paper Magic Group Inc., The	Scranton, PN, USA*
Beaucraft Stationery Limited	Toronto, Ont.	Pierre Belvedere Inc.	Montréal, Qué.
Bella-Flor Enterprises Inc.	Kelowna, B.C.	PMB Industries Ltd.	Scarborough, Ont.
Bellefair Greeting Card Company Limited	Agincourt, Ont.	Promo Sales Limited	Toronto, Ont.
Buntin Reid Paper Div. of Domtar Inc.	Mississauga, Ont.	Prudent Publishing (Canada) Ltd.	Weston, Ont.
Canadian Greeting Card Corp. Ltd.	London, Ont.	R F I Industries Inc.	Montréal, Qué.
Carlton Cards Ltd.	Toronto, Ont.	Rainbow Thermographers Co. Inc.	Markham, Ont.
Dan-Dee Imports Canada Ltd.	Mississauga, Ont.	Raven Thermographers Ltd.	Vancouver, B.C.
Diversified International Products Ltd.	Markham, Ont.	Recycled Paper Products Inc.	Chicago, IL, USA*
Don Fowler Distributors Ltd.	Red Deer, Alta.	Rife News Co. Ltd.	Toronto, Ont.
G A Pret A Porter Paris Ltée.	Montréal, Qué.	Rose Joli Enterprises Inc.	Toronto, Ont.
Goods Trading Company Ltd.	Don Mills, Ont.	Sunset Thermographers Ltd.	Winnipeg, Man.
Grant & Toy Ltd.	Don Mills, Ont.	Trans Can Greetings Inc.	Saskatoon, Sask.
		W H Smith Ltd.	Toronto, Ont.
		Whatacard Ltd.	Elmira, Ont.
		WM Dejong Enterprises Inc.	Norwich, Ont.
		WM E Coutts Company Ltd.	Willowdale, Ont.

* Non-resident importer

GREETING, MESSAGE OR ANNOUNCEMENT CARDS
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VI. FOREIGN EXPORTERS TO CANADA - 1989

Major exporters to Canada of greeting, message or announcement cards, are listed by major country of origin in descending order of dollar value. These exporters accounted for 62 per cent of the total value of Canadian imports during 1989.

<u>Country of Origin</u>	<u>Name of Foreign Exporter</u>	<u>Value of Exports to Canada 1989</u> (\$000)
United States	American Greetings Corp.	2 597*
	The Paper Magic Group	
	Outreach Publications	
	Annex Mfg. Corp.	1 412*
	Plus Mark Inc.	
	Masterpiece Studios Inc.	
	Paper Magic Corp.	882*
	Leanin Tree Publishing Co.	
	Century Engraving	
	Sunrise Publications	658*
	Gold Pride Press	
	Curtis Swann Inc.	
	Elephantz	749*
	Nu-Art Inc.	
	Blue Mountain Arts Inc.	
	Warner Press	
	Hallmark Cards Inc.	519*
	Oatmeal Studios	
	Burgoyne Inc.	
	Carlton Cards Inc.	411*
	Miken Systems Inc.	
	Quadra Art Inc.	
	Gibson Greeting Inc.	396*
	The Willamhouse Inc.	
	Gallant Greeting Corp.	
	Image Arts	470*
	Renaissance Greeting Cards	
	Sangamon Inc.	
	Suzy's Zoo	

* Aggregated to preserve confidentiality of Canadian importers

GREETING, MESSAGE OR ANNOUNCEMENT CARDS
(H.S. 4909.00.00.20)

VI. FOREIGN EXPORTERS TO CANADA - 1989 (Cont'd)

<u>Country of Origin</u>	<u>Name of Foreign Exporter</u>	Value of Exports
		to Canada 1989 (\$000)
United Kingdom	Bybols)	
	Andrew Brownswords)	
	Gordon Fraser Gallery Ltd.)	2 138*
	Magna Sources)	
Hong Kong	Glory Moon Greeting Cards)	
	Chin Guan Co.)	
	Popwin Industrial)	575*
	Peavy Trading)	
TOTAL		10 852

* Aggregated to preserve confidentiality of Canadian importers

GREETING, MESSAGE OR ANNOUNCEMENT CARDS

(H.S. 4909.00.00.20)

VII. 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). These lists may not include all suppliers of the products in question, as companies must themselves register in BOSS or the Canadian Trade Index. In both cases, information on Canadian products supplied is as given by the companies.

BOSS

Companies are arranged in alphabetical order.

Greeting Cards, All Kinds Excluding Picture Post Cards

<u>Name</u>	<u>Address</u>
*A Booth Company	Scarborough, Ont.
Agency Press Div. of Southan Printing	Vancouver, B.C.
Annick Press Ltd.	Willowdale, Ont.
Atwell Fleming/Young Ltd.	Toronto, Ont.
Baker Graphics Canada Limited	Winnipeg, Man.
Bardel Animation Coloring House Ltd.	Vancouver, B.C.
Bellefair Greeting Card Co. Limited	Agincourt, Ont.
Bishop Printing Co. Ltd.	Winnipeg, Man.
*Canadian Art Prints Inc.	Delta, B.C.
Canadian Greetings	Winnipeg, Man.
Caron's Collectables Inc.	Winnipeg, Man.
*Contentova Gifts Inc.	Vancouver, B.C.
Creative Connections Ltd.	Vancouver, B.C.
Future Marketing Inc.	Burnaby, B.C.
Goulet Letourneau Imprimeurs Inc.	Sherbrooke, Qué.
*Great Canadian Print Company Ltd.	Winnipeg, Man.
*Halcraft Printing Limited	Halifax, N.S.
Imprimerie du Golfe inc.	Rimouski, Qué.
Imprimerie R.B.T. Ltée.	Montréal, Qué.
Imprimerie Wilco Limitée	Anjou, Qué.
Kaleidocolor Div. of Maruk Holdings Ltd.	Calgary, Alta.
*Keepsake Cards Inc.	Victoria, B.C.
Keirstead Gallery Limited	Kingston, Ont.
Ketchen Printing Limited	Winnipeg, Man.
*Lawson Falle Limited	Cambridge, Ont.

* Company engaged in export trade

GREETING, MESSAGE OR ANNOUNCEMENT CARDS

(H.S. 4909.00.00.20)

VII. CANADIAN SUPPLIERS (Cont'd)

Greeting Cards, All Kinds Excluding Picture Post Cards (Cont'd)

<u>Name</u>	<u>Address</u>
Leech Printing Ltd.	Brandon, Man.
Native Creative Group of Canada Inc.	Edmonton, Alta.
Newcastle Printing Ltd.	Newcastle, N.B.
Now Sports Div. of Bri-Tel Design Inc.	Toronto, Ont.
*Old Harrie's Shed Handmade Papers	Harbour, N.S.
Olympic Printing Company	Winnipeg, Man.
*Pacific Paper Greetings Inc.	Sidney, B.C.
Paramount Printing Co. Ltd.	Winnipeg, Man.
Pee Gee Productions Inc.	Saskatoon, Sask.
Princeps Development Corporation	Calgary, Alta.
*Proscom Inc.	Ste-Foy, Qué.
*Reflections From Nature Inc.	Grand Falls, N.B.
*Regal Greeting & Gifts	Toronto, Ont.
Regards Puzzlecards	Vancouver, B.C.
Regher's Printing	Winnipeg, Man.
Roscoe Printers Ltd.	Winnipeg, Man.
Sunset Thermographers Ltd.	Winnipeg, Man.
Thompson Printing & Lith. Ltd.	Paris, Ont.
*Tye-Sil Corporation Ltd.	Montréal, Qué.
York Litho	Rexdale, Ont.
Zambruk Printing Limited	Winnipeg, Man.

* 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

GREETING, MESSAGE OR ANNOUNCEMENT CARDS

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VII. CANADIAN SUPPLIERS (Cont'd)

CANADIAN TRADE INDEX

Companies are arranged in alphabetical order.

<u>Name</u>	<u>Address</u>
*Art Source	Markham, Ont.
Austin-Marshall Limited	Markham, Ont.
Beaucraft Greeting Cards Ltd.	Toronto, Ont.
Bellefair Greeting Card Co. Limited	Scarborough, Ont.
Bozart, Division de Imprimerie Wilco Ltée.	Anjou, Qué.
Canadian Stationery Company	Winnipeg, Man.
Carlton Cards Limited	Toronto, Ont.
Carscraft	Vancouver, B.C.
Cliff and Walters Lithographing Co. Ltd.	Richmond Hill, Ont.
Commonwealth Advertising Co. Limited	Mississauga, Ont.
*Contenova Gifts Inc.	Vancouver, B.C.
*Dexter Colour Canada	Cornwall, Ont.
Double Glo of Canada	Scarborough, Ont.
Elite Envelope Inc.	Markham, Ont.
Hallmark Cards	Willowdale, Ont.
Heiler, Peter, Ltd.	Whitby, Ont.
Hinterland Handcrafts Limited	Bancroft, Ont.
International Artcrafts Co. Ltd.	Stratford, Ont.
Lawson Packaging Pacific	Richmond, B.C.
*Normandy Industries	Toronto, Ont.
*Pacific Paper Greetings Inc.	Sidney, B.C.
Plus Mark Canada	Toronto, Ont.
*Regal Greetings & Gifts	Toronto, Ont.
Rous, Mann & Bridgens Limited	Don Mills, Ont.
Rust Craft Corporation	Brampton, Ont.
Schofield, Arnold Photography	Hamilton, Ont.
Skemo Textiles & Enterprises Ltd.	Toronto, Ont.
Smith, W.L. & Associates Limited	Ajax, Ont.
Société Kent Inc.	Québec, Qué.
Southam Printing Limited	Toronto, Ont.
*Tye-Sil Corporation Ltd.	Montréal, Qué.

* 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

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VIII. CANADIAN AND FOREIGN TARIFFS

Greeting, message or announcement cards 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>
4909.00.00	Printed or illustrated postcards; printed cards bearing personal greetings, messages or announcements, whether or not illustrated, with or without envelopes or trimmings			
	On and after January 1, 1990	11.3%	7.5%	6.7%
	On and after January 1, 1991	11.3%	7.5%	4.5%

TARIFF ARRANGEMENTS AND FOREIGN COUNTRIES OF EXPORT

All exporting countries shown in section III of this report qualify for the Most Favoured Nation tariff treatment.

Enquiries concerning tariffs should be directed to the nearest Revenue Canada Customs and Excise office 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.

GREETING, MESSAGE OR ANNOUNCEMENT CARDS
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IX. UNITED STATES' IMPORTS - 1989

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

CANADA'S SHARE OF U.S. IMPORTS

<u>H.S. Product Code</u>	<u>Description</u>	Value (\$000) ⁽¹⁾	
		<u>Total</u>	<u>From Canada</u>
4909.00.40.20	Greeting cards, whether or not illustrated, with or without envelopes or trimmings, printed	25 170	1 441

⁽¹⁾ A conversion factor of 1.1842 was used to convert the value of 1989 U.S. imports to Canadian dollars.

GREETING, MESSAGE OR ANNOUNCEMENT CARDS

(H.S. 4909.00.00.20)

XII. MARKET OVERVIEW

It is estimated that Canadian market demand for greeting, message and announcement cards (referred to collectively as greeting cards) exceeded \$300 million (at producer's net selling price) in 1990.

Greeting cards are generally defined as cards bearing an illustrated message that expresses, either seriously or humorously, affection, goodwill, gratitude, sympathy or other sentiments. Greeting cards are divided into two general categories, holiday and everyday. Holiday cards (also called seasonal cards) include those for Christmas, New Year's day, St. Valentine's day, Easter, Mother's day and Father's day. Everyday cards include those commemorating birthdays and anniversaries, and cards for condolence, congratulations or friendship, as well as get-well cards and thank-you cards. It is generally believed that everyday cards account for roughly 60 percent of all card sales.

Greeting cards can be further divided between traditional and alternative. Traditional cards convey serious sentiments using conservative designs and messages. Alternative cards (also called untraditional or contemporary cards) typically feature offbeat humour and more risqué messages. While still relatively small in terms of market share (probably less than 20 per cent), alternative cards are the fastest growing segment.

It is believed that over 75 per cent of all greeting cards are bought by women. Because the basic objective of greeting cards is to communicate, cards are bought essentially on the basis of individual appearance and message, not by brand name.

Greeting cards' sales are traditionally linked to trends in personal consumption expenditures and disposable personal income. In addition, postal rates and regulations have a significant impact on card sales. It is generally believed that market demand for greeting cards should grow at a moderate rate over the medium term.

Commerce Officer: Mr. A. Georges
Leisure Products Division
Service Industries and Consumer Goods Branch
Telephone : (613) 954-3100

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
Fax.: (613) 954-5463 -

OR Leisure Products Division
Service Industries and Consumer Goods
Branch
Industry, Science and Technology Canada
235 Queen Street
Ottawa, Ontario
K1A 0H5
Tel.: (613) 954-3100
Fax.: (613) 954-1894

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Tour de la Bourse, Suite 3800
800 Victoria Place
P.O. Box 247
Montréal, Qué. H4Z 1E8
Tel.: (514) 283-8185
or 1-800-361-5367
Fax.: (514) 283-3302

NEWFOUNDLAND

ISTC
Atlantic Place
215 Water Street, 5th Floor
P.O. Box 8950
St. John's, Nfld. A1B 3R9
Tel.: (709) 772-ISTC
Fax.: (709) 772-5093

PRINCE EDWARD ISLAND

ISTC
Confederation Court Mall
134 Kent Street, Suite 400
P.O. Box 1115
Charlottetown, P.E.I. C1A 7M8
Tel.: (902) 566-7400
Fax.: (902) 566-7450

ONTARIO

ISTC
Dominion Public Building
1 Front Street West, 4th Floor
Toronto, Ont. M5J 1A4
Tel.: (416) 973-ISTC
Fax.: (416) 973-8714

NOVA SCOTIA

ISTC
Central Guaranty Trust Tower
1801 Hollis Street, 5th Floor
P.O. Box 940, Station 'M'
Halifax, N.S. B3J 2V9
Tel.: (902) 426-7259
Fax.: (902) 426-2624

NEW BRUNSWICK

ISTC
Assumption Place, 12th Floor
770 Main Street
P.O. Box 1210
Moncton, N.B. E1C 8P9
Tel.: (506) 857-ISTC
Fax.: (506) 851-6429

MANITOBA

ISTC
8th Floor
330 Portage Avenue
P.O. Box 981
Winnipeg, Man.
R3C 2V2
Tel.: (204) 983-ISTC
Fax.: (204) 983-2187

SASKATCHEWAN

ISTC
410-119 4th Avenue South
Saskatoon, Sask.
S7K 5X2
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Fax.: (306) 975-5334

BRITISH COLUMBIA

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V6B 5H8
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ALBERTA

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Tel.: (403) 495-ISTC
Fax.: (403) 495-4507

ISTC
Suite 1100
510-5th Street Southwest
Calgary, Alta. T2P 3S2
Tel.: (403) 292-4575
Fax.: (403) 292-4578

YUKON

ISTC
Suite 301
108 Lambert Street
Whitehorse, Y.T. Y1A 1Z2
Tel.: (403) 668-4655
Fax.: (403) 668-5003

NORTHWEST TERRITORIES

ISTC
10th Floor
Precambrian Building
P.O. Bag 6100
Yellowknife, N.W.T.
Tel.: (403) 920-8568
Fax.: (403) 873-6228

HEADQUARTERS

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