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Industry, Science and  
Technology Canada

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Technologie Canada

# MARKET INTELLIGENCE

## SIGNS, ILLUMINATED

Pub. No.: 91113-IP

December 1991



Canada



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## **SIGNS, ILLUMINATED**

Pub. No.: 91113-IP

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## REFERENCE SOURCES

Industry, Science and Technology Canada  
Statistics Canada, Tel.: (613) 951-9647  
Revenue Canada, Tel.: (613) 954-6949  
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) 954-6949  
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.

## TABLE OF CONTENTS

	PAGE
I. Introduction and Scope	5
II. North American Imports - 1990	6
III. Canadian Imports	
- Summary	7
- By Province of Clearance	7
- Market Shares by Province of Clearance	8
- By Major Country of Origin	9
- Market Shares by Major Country of Origin	10
IV. Canadian Shipments	11
V. Canadian Exports by Major Country of Destination	12
VI. Canadian Importers - 1990	13
VII. Foreign Exporters to Canada - 1990	16
VIII. Canadian Suppliers	18
IX. Canadian and Foreign Tariffs	25
X. United States' Imports	27
XI. Market Overview	28



## SIGNS, ILLUMINATED

### 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:

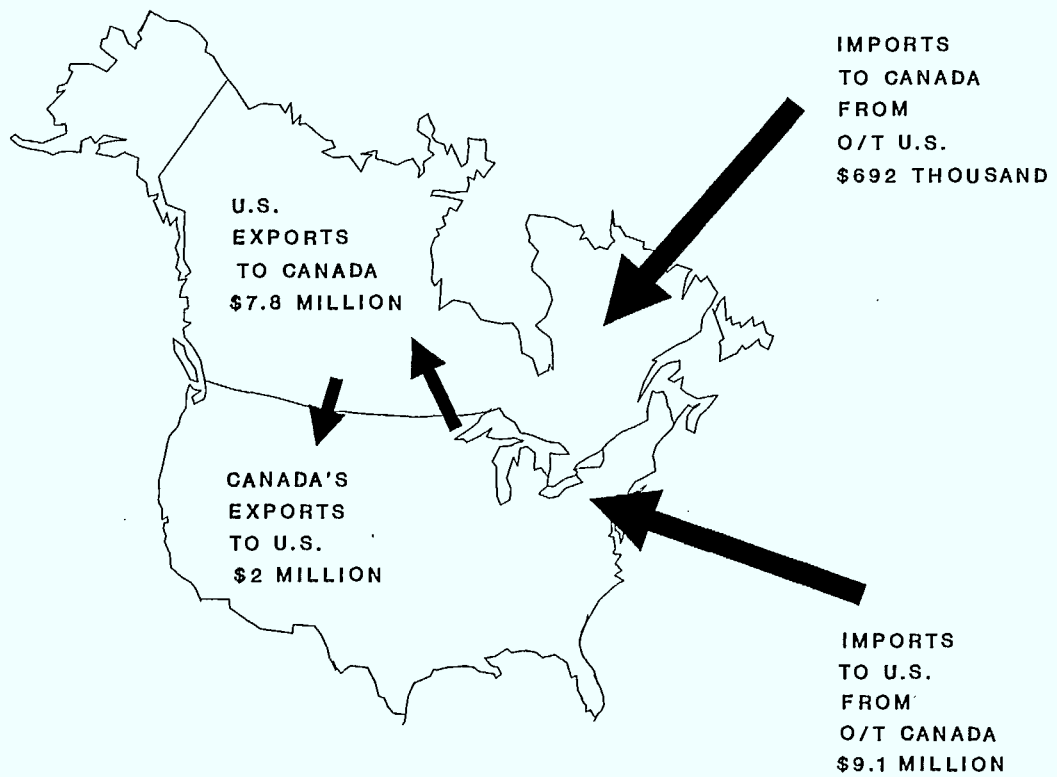
<u>Description</u>	<u>H.S. Commodity Code Analyzed</u>
- Illuminated signs, illuminated name-plates and the like	9405.60.00.00

#### H.S. Commodity Code Content

9405.60 This group covers advertising lamps, signs, illuminated name-plates (including road signs) and like articles such as advertising plates and address plates, of any material, provided that they have a permanently fixed light source.

**SIGNS, ILLUMINATED**  
(H.S. 9405.60)

**II. NORTH AMERICAN IMPORTS - 1990**



**North American Imports - \$9.7 Million\***

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\* Excludes Canada - U.S. bilateral trade; Mexico.

# SIGNS, ILLUMINATED

(H.S. 9405.60.00.00)

## III. CANADIAN IMPORTS

### SUMMARY

<u>Description</u>	<u>Total Imports</u>				<u>Major Country of Export to Canada</u> <u>% of Total Value</u>			
	<u>1988</u> <u>Value</u> (\$000)	<u>1989</u> <u>Value</u> (\$000)	<u>1990</u> <u>Value</u> (\$000)	<u>1991 (6 mos.)</u> <u>Value</u> (\$000)	<u>1988</u>	<u>1989</u>	<u>1990</u>	<u>1991</u> (6 mos.)
Illuminated signs, illuminated name-plates and the like	6 419	6 085	8 528	5 000	U.S.A. 93	U.S.A. 87	U.S.A. 92	U.S.A. 92

### BY PROVINCE OF CLEARANCE

Province of Clearance	1988	1989	1990	1991*	Average Annual Growth Rate 1988-90 (%)
Ontario					
Value (\$000)	3 971	3 546	4 387	3 743	5.1
Québec					
Value (\$000)	671	790	1 365	248	42.7
British Columbia					
Value (\$000)	703	626	956	373	16.6
Manitoba					
Value (\$000)	209	450	950	227	113.2
Alberta					
Value (\$000)	497	354	504	248	0.7
New Brunswick					
Value (\$000)	101	141	119	94	8.6
Saskatchewan					
Value (\$000)	153	67	100	53	-19.0
Nova Scotia					
Value (\$000)	60	91	85	2	18.8
Newfoundland					
Value (\$000)	32	16	53	12	29.3
Yukon					
Value (\$000)	12	-	8	-	-20.7
Prince Edward Island					
Value (\$000)	10	2	1	-	-77.3
Northwest Territories					
Value (\$000)	-	1	-	-	0.0
Total					
Value (\$000)	6 419	6 085	8 528	5 000	15.3

Ranked in descending order by 1990 value.

\* The latest year is cumulative to the second quarter.

# SIGNS, ILLUMINATED

(H.S. 9405.60.00.00)

## III. CANADIAN IMPORTS (Cont'd)

### MARKET SHARES BY PROVINCE OF CLEARANCE

Province of Clearance	1988	1989	1990	1991*
-----	-----	-----	-----	-----
	%	%	%	%
Ontario				
Value	61.9	58.3	51.4	74.9
Québec				
Value	10.4	13.0	16.0	5.0
British Columbia				
Value	11.0	10.3	11.2	7.5
Manitoba				
Value	3.3	7.4	11.1	4.6
Alberta				
Value	7.7	5.8	5.9	5.0
New Brunswick				
Value	1.6	2.3	1.4	1.9
Saskatchewan				
Value	2.4	1.1	1.2	1.1
Nova Scotia				
Value	0.9	1.5	1.0	0.0
Newfoundland				
Value	0.5	0.3	0.6	0.2
Yukon				
Value	0.2	-	0.1	-
Prince Edward Island				
Value	0.2	0.0	0.0	-
Northwest Territories				
Value	-	0.0	-	-
	-----	-----	-----	-----
Total				
Value	100.0	100.0	100.0	100.0

Ranked in descending order by 1990 value.

\* The latest year is cumulative to the second quarter.

# SIGNS, ILLUMINATED

(H.S. 9405.60.00.00)

## III. CANADIAN IMPORTS (Cont'd)

### BY MAJOR COUNTRY OF ORIGIN

Country of Origin	1988	1989	1990	1991*	Average Annual Growth Rate 1988-90 (%)
United States Value (\$000)	5 950	5 283	7 836	4 617	14.8
Sweden Value (\$000)	1	57	157	2	1299.4
Taiwan Value (\$000)	230	180	148	8	-19.7
Denmark Value (\$000)	-	322	148	0	-54.0
France Value (\$000)	107	44	61	27	-24.8
Belgium Value (\$000)	-	27	40	14	47.0
Netherlands Value (\$000)	3	3	34	1	260.5
Austria Value (\$000)	13	15	23	-	31.7
Japan Value (\$000)	47	43	22	4	-32.3
Italy Value (\$000)	2	2	16	10	175.0
Other Value (\$000)	65	110	42	317	-20.0
Total Value (\$000)	6 419	6 085	8 528	5 000	15.3

Ranked in descending order by 1990 value.

\* The latest year is cumulative to the second quarter.

## SIGNS, ILLUMINATED

(H.S. 9405.60.00.00)

### III. CANADIAN IMPORTS (Cont'd)

#### MARKET SHARES BY MAJOR COUNTRY OF ORIGIN

Country of Origin	1988	1989	1990	1991*
-----	-----	-----	-----	-----
	%	%	%	%
United States				
Value	92.7	86.8	91.9	92.3
Sweden				
Value	0.0	0.9	1.8	0.0
Taiwan				
Value	3.6	3.0	1.7	0.2
Denmark				
Value	-	5.3	1.7	0.0
France				
Value	1.7	0.7	0.7	0.5
Belgium				
Value	-	0.4	0.5	0.3
Netherlands				
Value	0.0	0.1	0.4	0.0
Austria				
Value	0.2	0.2	0.3	-
Japan				
Value	0.7	0.7	0.3	0.1
Italy				
Value	0.0	0.0	0.2	0.2
Other				
Value	1.0	1.8	0.5	6.3
	-----	-----	-----	-----
Total				
Value	100.0	100.0	100.0	100.0

Ranked in descending order by 1990 value.

\* The latest year is cumulative to the second quarter.

## SIGNS, ILLUMINATED

(H.S. 9405.60.00.00)

### IV. CANADIAN SHIPMENTS

Statistics Canada reports that shipments of illuminated signs by Canadian manufacturers are as follows:

Standard Classification of Goods Code Description	Estimated 1987 Value (\$000,000)	1988	
		Establish- ments	Value (\$000,000)
9405.60.1 Illuminated signs	145.6	56	166.6
9405.60.11 Electric signs, neon	60.8	44	66.5
9405.60.19 Illuminated signs, other than neon or message writing	*	40	*

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) 951-3514

Source: Catalogue #47-250, annual, "Other Manufacturing Industries".

\* = Confidential

# SIGNS, ILLUMINATED

(H.S. 9405.60.00.00)

## V. CANADIAN EXPORTS BY MAJOR COUNTRY OF DESTINATION

Country Pays	1989		Country Pays	1990		Country Pays	1991 *	
	Qty Qté	Value Valeur		Qty Qté	Value Valeur		Qty Qté	Value Valeur
		\$000			\$000			\$000
U.S. E.-U.		6 552	U.S. E.-U.		1 967	U.S. E.-U.		819
Jamaica Jamaïque		201	France France		1 068	France France		504
Japan Japon		114	U.K. R.-U.		372	Switzer. Suisse		81
Taiwan Taiwan		92	Denmark Danemark		52	El Salv. El Salv.		20
Switzer. Suisse		89	Norway Norvege		40	W.Germany R.F.A.		19
U.K. R.-U.		85	Taiwan Taiwan		25	U.K. R.-U.		15
Australia Australie		83	Hong Kong Hong-Kong		24	Cayman I Caimans I		12
Italy Italie		76	Barbados Barbade		21	St Lucia St-Lucie		11
Neth.Ant. Ant.Neer.		74	St Lucia St-Lucie		18	SPierreMi St-Pie-Mi		6
U.A.E. E.A.U.		71	Cayman I Caimans I		13	Greece Grece		6
Others Autres		403	Others Autres		40	Others Autres		9
Total		7 841	Total		3 639	Total		1 501

\* The latest year is cumulative to the second quarter.

Note : Major countries in descending order based upon value.

Source: Statistics Canada

## SIGNS, ILLUMINATED

(H.S. 9405.60.00.00)

### VI. CANADIAN IMPORTERS -1990

There were 675 known importers of signs, illuminated in 1990. The principal ten importers accounted for 41 per cent of the total import value.

Principal Importers ----- (No.)	Cumulative Value ----- (\$000)	Cumulative % of Total Value ----- (%)
3	2 003	23
6	2 842	33
10	3 481	41
15	4 122	48
25	4 823	57
93	6 836	80
	-----	-----
All Importers (675)	8 528	100

The principal importers of signs, illuminated during 1990 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 all principal importers except individuals.

<u>Name</u>	<u>Address</u>	<u>Name</u>	<u>Address</u>
366363 Alberta Ltd	Spruce Grove, Alta.	Bigi Compulite Du Canada Inc	Laval, Qué.
454587 Ontario Ltd		Bingo Press & Specialty Ltd	St Catharines, Ont.
O/A The Display Group	Lindsay, Ont.	Blanchett Neon Ltd	Edmonton, Alta.
Aero Dynamics Aerostats & Promotions Inc.	Calgary, Alta.	Boeing Canada Limited	Downsview, Ont.
Air Canada Facilities & Supply	St-Laurent, Qué.	Brenka Video Inc	Brossard, Qué.
Airborne Express Parts Inc.	St-Mathias, Qué.	C A E Electronics Ltd	St-Laurent, Qué.
Alberta Bingo Supplies Ltd	Edmonton, Alta.	Canadian Airlines Int'l Ltd	Calgary, Alta.
Amc Sales Corp	Muskegon, MI, USA*	Canadian Standards Association	Etobicoke, Ont.
Amstel Brewery Canada Limited	Hamilton, Ont.	Caterpillar Of Canada Ltd	Mississauga, Ont.
Armstrong World Industries Canada Ltd	Montréal, Qué.	Chevron Canada Limited	Vancouver, B.C.
Associate Electronic Services Limited	Mississauga, Ont.	Cicogna Electric And Sign Co Ltd	Ashtabula, OH, USA*
Baraphernalia Inc.	Scarborough, Ont.	Cummings Signs Of Canada Ltd	Scarborough, Ont.
Bazaar & Novelty Mfg. Ltd.	St Catharines, Ont.	Dairy Queen Frozen Products Ltd.	Burlington, Ont.
Bell Helicopter Ltée.	St-Janvier, Qué.	Dairy Supplies Ltd	Edmonton, Alta.

\* Non-resident importer

## SIGNS, ILLUMINATED

(H.S. 9405.60.00.00)

### VI. CANADIAN IMPORTERS -1990 (Cont'd)

<u>Name</u>	<u>Address</u>	<u>Name</u>	<u>Address</u>
Dale Mann Ltd	Toronto, Ont.	La Brasserie Labatt Ltée	Lasalle, Qué.
Daytech Mfg Ltd	Downsview, Ont.	Labatt Brewing Company Ltd	London, Ont.
Diesel Division, General Motors Of Canada Ltd.	London, Ont.	Labelle Industries	Oconomowoc, WI, USA*
Dualite Inc.	Williamsburg, OH, USA*	Les Autobus M C I Grey Hound Canada Inc	St-Eustache, Qué.
Eastwest Tractor Inc	Windsor, Ont.	Light Visions Inc.	Winnipeg, Man.
Edwin Jeans And Sportswear Ltd	Mont-Royal, Qué.	LJR Holdings Ltd	Grande Prairie, Alta.
Electrozad Supply Company Ltd	Windsor, Ont.	Lumacell Inc	Scarborough, Ont.
Embree Industries Ltd	Hamilton, Ont.	Magical Memories Ltd.	Mississauga, Ont.
Emergi-Lite Div Of Kaufel Group Ltd	Pointe-Claire-Dorval, Qué.	Mainroad Contracting Ltd	Delta, B.C.
Eskerod Signs Limited	Westbrook, Ont.	Matrix Essentials Inc.	Solon, OH, USA*
Eu-Can Enterprises Ltd.	Scarborough, Ont.	Mcdonalds Restaurants Of Canada Ltd	Don Mills, Ont.
F M C Of Canada Ltd Industrial Chemical Group	Prince George, B.C.	Mcfayden Marketing Ltd	Winnipeg, Man.
Federal Express Inc.	Windsor, Ont.	Met-Tec Installations Ltd	Burnaby, B.C.
First Avenue Clearing Corp	Etobicoke, Ont.	Metro Transit Operating Co	Vancouver, B.C.
Ford Motor Company Of Canada Ltd	Oakville, Ont.	Michan Imports & Exports	Waterloo, Ont.
Ford New Holland Canada Ltd	Guelph, Ont.	Millard Food Service Inc	Downsview, Ont.
Gardner Ski Signage	Fort Collins, CO, USA*	Milliken Industries	Engelwood, FL, USA*
General Printing Ink Corporation of Canada Ltd	Weston, Ont.	Molson Breweries Of Canada Ltd.	Etobicoke, Ont.
Gorrie Advertising Services Ltd	Mississauga, Ont.	Mul-T-Mat&supply Co	Listowel, Ont.
Grant Signs & Services Inc.	Etobicoke, Ont.	National Sign Corp Investments Ltd	Downsview, Ont.
H & H Associates Inc.	Ottawa, Ont.	New Flyer Industries Ltd	Richmond, B.C.
H & R Block Inc.	Bowmanville, Ont.	Norcar Video Ltd.	Winnipeg, Man.
H2O Plus Canada Inc.	Toronto, Ont.	Ontario Bus Industries Inc	Vancouver, B.C.
Harvey Hubbell Canada Inc	Pickering, Ont.	Otis Canada Inc	Mississauga, Ont.
Hertz Canada Limited	Etobicoke, Ont.	P H Foods Ltd	Oakville, Ont.
Hospital & Kitchen Equipment Ltd	Downsview, Ont.	Peter Isard Inc.	Richmond, B.C.
Howard Johnson's	Morrisburg, Ont.	Pirelli Pneus Inc	Oakville, Ont.
I P I Graphics Inc	Scarborough, Ont.	Pizza Pizza Ltd.	Montréal, Qué.
Imac Design Group Ltd	Edmonton, Alta.	Plasti-Line Inc	Etobicoke, Ont.
Irving Oil Ltd	Saint John, N.B.	Province Of Ontario Ministry Of Government Services	Fort Erie, Ont.
James Humphries DbA Uptown Signs 1990 Inc.	Steinbach, Man.	Rax O/B Canadian Fastfoods Inc	Toronto, Ont.
Kingman Industries Div. Of Foran Holdings Inc.	Burnaby, B.C.	Ray & Jims Signs & Trophies	Toronto, Ont.
Kinney Canada Inc	Weston, Ont.	Redken Laboratories Canada Ltd	Belleville, Ont.
		Revere-Seton Inc	Etobicoke, Ont.
		Rogers Entertainment Inc	Markham, Ont.
			Richmond, B.C.

\* Non-resident importer

## SIGNS, ILLUMINATED

(H.S. 9405.60.00.00)

### VI. CANADIAN IMPORTERS -1990 (Cont'd)

<u>Name</u>	<u>Address</u>	<u>Name</u>	<u>Address</u>
Ruddy Electric Wholesale Co Ltd	Oshawa, Ont.	The Howard Company, Inc.	Brookfield, WI, USA*
Rug Doctor (Canada) Ltd	Winnipeg, Man.	The Markle Brothers Ltd	Markham, Ont.
Salomon Canada Sports Ltd	Pointe-Claire-Dorval, Qué.	The Neon Factory Ltd	Winnipeg, Man.
Saskatchewan Telecommunication Inc.	Regina, Sask.	Torontex Corporation	Richmond Hill, Ont.
Scanfor Inc	Markham, Ont.	Toys R US Ltd	Etobicoke, Ont.
Scott Signs Inc	Ridgeville, Ont.	Valley View Mobile Home Village Inc	Hanmer, Ont.
Sheraton Fallsview Inc.	Niagara Falls, Ont.	Vidfin Services Inc	Montréal, Qué.
Siemens Electric Limited	Mississauga, Ont.	Viking-Alexander Metal Products Ltd	Vancouver, B.C.
Sign Wizard Corporation	Mississauga, Ont.	Vynex Sign Systems Inc	Norval, Ont.
Skis Rossignol Canada Ltée	Granby, Qué.	W F Botkin Construction Ltd	Regina, Sask.
Sony Of Canada Ltd	Whitby, Ont.	Redi-Mix Products Division	Sidney, B.C.
Steel Art Signs Ltd	Markham, Ont.	Wen Blanchard Foods Ltd.	Mississauga, Ont.
Sunitron Inc	Toronto, Ont.	Wendys Restaurants Of Canada Inc	St. John's, Nfld.
T-S Display Systems Inc.	Bolton, Ont.	Westinghouse Canada Inc.	Hamilton, Ont.
Tergo Corporation	Windsor, Ont.	Westinghouse Canada Limited	Vancouver, B.C.
		Xpres Infosystems Inc	

\* Non-resident importer

## SIGNS, ILLUMINATED

(H.S. 9405.60.00.00)

### VII. FOREIGN EXPORTERS TO CANADA - 1990

Major exporters to Canada of signs, illuminated are listed by major country of origin in descending order of dollar value. These exporters accounted for 73 per cent of the total value of Canadian imports during 1990.

<u>Country of Origin</u>	<u>Name of Foreign Exporter</u>	<u>Value of Exports</u> <u>to Canada</u>
		<u>1990</u> (\$000)
United States	Luminator Div. Co	1 116
	Everlite Electric Signs	686
	Transign Inc.	383
	Infax Inc.	313
	Howard Co. Inc.	274
	Plastiline Inc.	194
	American Sign & Marketing	180
	Dualite Inc.	179
	Vacuform Industries Inc.	164
	Wordenglass Inc.	152
	Fiber Lite Industries )	
	M & R Advertising )	426*
	Emergi Lite Corp. )	
	Integrated Systems Eng.	142
	Bingo King Co.	127
	Traditional Neon	122
	FL Aerospace Corp.	96
	Video Marquee Inc.	82
	Exhibition Works )	
	Federal Express Corp. )	213*
	AMC Sales Corp. )	
	Bus Industries of America )	117*
	Daktronics Ind. )	

\* Aggregated to preserve confidentiality of Canadian importers.

## SIGNS, ILLUMINATED

(H.S. 9405.60.00.00)

### VII. FOREIGN EXPORTERS TO CANADA - 1990 (Cont'd)

<u>Country of Origin</u>	<u>Name of Foreign Exporter</u>		Value of Exports to Canada
			1990 (\$000)
United States (Contd)	Florida Plastics Midwest	)	112*
	Boeing Co.	)	
	La Belle Industries Inc.	)	149*
	North American Neon	)	
	Visi Flash of MI Inc.	)	
	Milliken Industries	)	131*
	Hot to Home Inc.	)	
	Cummings Inc.	)	
	General Indicator Corp.	)	120*
	Sepco Corp.	)	
	Anheuser-Busch Inc.	)	
	Matrix Essentials Inc.	)	111*
	HTH Inc.	)	
	Corporate Sign System Inc.	)	
	Datron Control	)	103*
	Crouse Corp.	)	
	Art Effects	)	
	Neon Technology Corp.	)	90*
	Sayag Inc.	)	
	Self Powered Lighting Inc.	)	
Sweden	AB Ariab	)	254*
Taiwan	Irotex Co. Ltd.	)	
	Bigi Computers Co. Ltd.	)	
Denmark	Colorlux	)	228*
France	Vilirachoc	)	
Belgium	Guillaume SA	)	
TOTAL			6 264

\* Aggregated to preserve confidentiality of Canadian importers.

## SIGNS, ILLUMINATED

(H.S. 9405.60.00.00)

### VIII. 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.

#### Signs, Electric, Except Neon

<u>Name</u>	<u>Address</u>
A.G. Neon Art Ltd.	Saskatoon, Sask.
Acme Signalisation Inc.	Pointe-Aux-Trembles, Qué.
Acme Signs (Ont.) Inc.	Etobicoke, Ont.
*Adapta Planning Systems Ltd.	Calgary, Alta.
*Adtronics Signs Ltd.	Richmond, B.C.
Affichages Electroniques Compumedia Intl	Boucherville, Qué.
Alberta Traffic Supply Limited	Edmonton, Alta.
Anchor Neon Limited	Etobicoke, Ont.
Asi Sign Systems	Calgary, Alta.
Austin Advertising Limited	Mount Pearl, Nfld.
Auventseignes Plus Inc.	Sherbrooke, Qué.
Blanchett Neon Limited	Edmonton, Alta.
Burlington Signs Limited	Burlington, Ont.
Calgary Outdoor Advertising Ltd.	Calgary, Alta.
*Cam Tech Industries	Calgary, Alta.
Camsign & Decal Ltd.	Camrose, Alta.
Canevas General Ltee	Montréal, Qué.
Carnaval De Quebec Inc.	Québec, Qué.
*Catton Sign Manufacturing Limited	Windsor, Ont.
D.G. Henderson & Associates Ltd.	London, Ont.
Day Nite Neon Signs Limited	Dartmouth, N.S.
Daytech Mfg. Ltd.	Downsview, Ont.
Deluxe Signs & Displays Kenora Inc.	Kenora, Ont.
*Duchon Neon Plastic Limited	Winnipeg, Man.
E.C. Boone Limited	St. John's, Nfld.

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\* Company engaged in export trade.

## SIGNS, ILLUMINATED

(H.S. 9405.60.00.00)

### VIII. CANADIAN SUPPLIERS (Cont'd)

#### Signs, Electric, Except Neon (Cont'd)

<u>Name</u>	<u>Address</u>
Eclairages Pa-Co Inc. (les)	Laval, Qué.
*Eec Industries Ltd.	West Vancouver, B.C.
Emboss-O-Prestige 1982 Ltée	Longueuil, Qué.
*Enseignes 'Imperial' Signs Ltd.	Edmundston, N.B.
Enseignes Neon Otis Inc.	Jonquiere, Qué.
Enseignes Neon Otis Inc.	Québec, Qué.
*Enseignes Sherbrooke Inc.	Deauville, Qué.
Enseignes Trans-Canada Inc.	Anjou, Qué.
*Eskerod Signs Ltd.	Westbrook, Ont.
*F-P Electronics Div. Of Dayco Prod Cda.	Mississauga, Ont.
Federal Neon 1988 Ltd.	Calgary, Alta.
Fedor-Expositions Inc.	Montréal, Qué.
*Frisco Bay Industries Of Canada Ltd.	Montréal, Qué.
Giltspur Toronto	Etobicoke, Ont.
Glaze-Port International Mfg. Inc.	Concord, Ont.
*Glenn J. Wylie & Associates Ltd.	Mississauga, Ont.
Gor-Don Metal Products & Services Inc.	Scarborough, Ont.
Gorrie Marketing Services	Mississauga, Ont.
Grant Illuminated Signs Ltd.	Campbell River, B.C.
*Graphic & Signs Inc.	Grand Falls, N.B.
Graphic-Ad Limited	Humboldt, Sask.
Grey Signs Ltd.	Fredericton, N.B.
Groupe Mirabau Inc.	Quebec, Qué.
*Harding Display Corporation	Scarborough, Ont.
*J. Pollard Mfg. Ltd.	Mississauga, Ont.
*Jim Pattison Sign Group	Scarborough, Ont.
Les Enseignes St-Onge Ltee	Granby, Qué.
*Les Lampes Richelieu Ltee	St-Mathias, Qué.
Lumacell Inc.	Lachine, Qué.
Lumacell Inc.	Scarborough, Ont.
Martel-Stewart Limited	Winnipeg, Man.
Mediacom Inc.	Winnipeg, Man.
Mediacom Inc.	Outremont, Qué.
Metalox Omel Quebec Inc.	Québec, Qué.
*Metcoat Inc.	Drummondville, Qué.
Mobile Ad Limited	Milton, Ont.
*Multilite Prod. Div Sherwood Capital Inc.	Don Mills, Ont.
*Neon Products Ltd.	Calgary, Alta.
New Style Signs Ltd	Toronto, Ont.

\* Company engaged in export trade.

## SIGNS, ILLUMINATED

(H.S. 9405.60.00.00)

### VIII. CANADIAN SUPPLIERS (Cont'd)

#### Signs, Electric, Except Neon (Cont'd)

<u>Name</u>	<u>Address</u>
*P.O.P. Displays Incorporated	Penticton, B.C.
Perma-Guard Holdings Ltd.	Winnipeg, Man.
Plasticraft Limited	Saint John, N.B.
*Plastiques Ranger Plastics Inc.	La Plaine, Qué.
Provost Signs & Rubber Stamps (1983)	Neepawa, Man.
*Seventy-Seven Signs Ltd.	Saskatoon, Sask.
*Shield Source Inc.	Peterborough, Ont.
Sign-Tific Illuminated Signs Inc.	Winnipeg, Man.
Signs Of The Times	Edmonton, Alta.
Slimlite & Charlesign Inc.	Scarborough, Ont.
Sonwell Sign Services Ltd.	Calgary, Alta.
*Teksign Inc.	Mississauga, Ont.
The Jim Pattison Sign Group	Winnipeg, Man.
*The Markle Brothers Ltd.	Markham, Ont.
Trade Show Displays Inc.	Mississauga, Ont.
Varitron Electronique Inc.	St-Léonard, Qué.
Wizard Advertising Products Inc.	Mississauga, Ont.
Wolfe Brothers Advertising Ind. Ltd.	Toronto, Ont.
Zebra Island Inc.	Winnipeg, Man.
Zip Signs Ltd.	Burlington, Ont.

#### Signs, Electric, Neon

<u>Name</u>	<u>Address</u>
A.G. Neon Art Ltd.	Saskatoon, Sask.
Acme Signalisation Inc.	Pointe-Aux-Trembles, Qué.
Austin Advertising (1985) Limited	Mount Pearl, Nfld.
Blanchett Neon Limited	Edmonton, Alta.
Burlington Signs Limited	Burlington, Ont.
Calgary Outdoor Advertising Ltd.	Calgary, Alta.
*Cam Tech Industries	Calgary, Alta.
Catton Sign Manufacturing Limited	Windsor, Ont.
*Computer Sign Systems	Markham, Ont.
Dan Mimura Signs Ltd.	Calgary, Alta.
Day Nite Neon Signs Limited	Dartmouth, N.S.
Deluxe Signs & Displays Kenora Inc.	Kenora, Ont.
Dobbelsteyn Signs Ltd.	Fredericton, N.B.
*Duchon Neon Plastic Limited	Winnipeg, Man.
E.C. Boone Limited	St. John's, Nfld.

\* Company engaged in export trade.

## SIGNS, ILLUMINATED

(H.S. 9405.60.00.00)

### VIII. CANADIAN SUPPLIERS (Cont'd)

#### Signs, Electric, Neon (Cont'd)

<u>Name</u>	<u>Address</u>
*Eberhart Scientific & Artistic Glass Ltd.	Windsor, Ont.
Eclairages Pa-Co. Inc., Les	Laval, Qué.
Enseignes Bélanger Inc., Les	Rivière-Du-Loup, Qué.
*Enseignes 'Imperial' Signs Ltd./Ltée.	Edmundston, N.B.
Enseignes Neon Otis Inc.	Jonquière, Qué.
	Québec, Qué.
Enseignes St-Onge Ltée., Les	Granby, Qué.
*Enseignes Sherbrooke Inc.	Deauville, Qué.
Enseignes Trans-Canada Inc.	Anjou, Qué.
Federal Neon 1988 Ltd.	Calgary, Alta.
Giltspur Toronto	Etobicoke, Ont.
Gorrie Marketing Services	Mississauga, Ont.
Gould Signs	London, Ont.
Graphic-Ad Limited	Humboldt, Sask.
Grey Signs Ltd.	Fredericton, N.B.
Groupe Mirabau Inc.	Québec, Qué.
Jim Pattison Sign Group, The	Winnipeg, Man.
	Pointe-Claire-Dorval, Qué.
John's Neon Signs Ltd.	Schumacher, Ont.
Jones Neon Displays Ltd.	Burlington, Ont.
*Markle Brothers Ltd., The	Markham, Ont.
Martel-Stewart Limited	Winnipeg, Man.
Metalox Omel Québec Inc.	Québec, Qué.
Modern Signs & Plastics	Hull, Qué.
National Neon Displays Ltd.	Lethbridge, Alta.
Neon Products Ltd.	Calgary, Alta.
Neu Art Signs Limited	Scarborough, Ont.
New Style Signs Ltd.	Toronto, Ont.
*Option Neon Inc.	Trois-Rivieres, Qué.
Provost Signs & Rubber Stamps (1983)	Neepawa, Man.
*Ritz Electronics Limited	New Dundee, Ont.
*Seventy-Seven Signs Ltd.	Saskatoon, Sask.
Signs of The Times	Edmonton, Alta.
*Slimlite & Charlesign Inc.	Scarborough, Ont.
Steel Art Signs Ltd.	Markham, Ont.
Teksign Inc.	Mississauga, Ont.
Wizard Advertising Products Inc.	Mississauga, Ont.
Wolfe Brothers Advertising Ind. Ltd.	Toronto, Ont.
Zip Signs Ltd.	Burlington, Ont.

\* Company engaged in export trade.

**SIGNS, ILLUMINATED**

**(H.S. 9405.60.00.00)**

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

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

## SIGNS, ILLUMINATED

(H.S. 9405.60.00.00)

### VIII. CANADIAN SUPPLIERS (Cont'd)

#### CANADIAN TRADE INDEX

Companies are arranged in alphabetical order.

#### Signs, Advertising (Luminous)

<u>Name</u>	<u>Address</u>
A.G. Neon Art	Saskatoon, Sask.
Acralume Signs & Displays Ltd.	Mississauga, Ont.
*Adtronics Ltd.	Richmond, B.C.
Airlite Neon Sign Mfg. Co. Ltd.	Edmonton, Alta.
Allied Plastic Fabricators, Div. of Allied Sign Letters Ltd.	Weston, Ont.
Atlantic Neon & Plastic Signs Ltd.	Saint John, N.B.
Bayliss Sign Limited	Victoria, B.C.
Blanchett Neon Limited	Edmonton, Alta.
Brouillette Signs Inc.	Montréal, Qué.
Burlington Signs Limited	Burlington, Ont.
Catton Sign Manufacturing Ltd.	Windsor, Ont.
Cummings Signs of Canada Ltd.	Brampton, Ont.
Danco Signs	Pickering, Ont.
Day Nite Neon Signs Ltd.	Dartmouth, N.S.
Demers Neon & Electric Ltd.	Nepean, Ont.
Dominion Néon Inc.	Anjou, Qué.
Duchon Inc.	Winnipeg, Man.
Embree Industries Limited	Hamilton, Ont.
Enseignes Imperial Sign Ltée.	Edmundston, N.B.
Enseignes Publicitaires National Ltée.	Dorval, Qué.
Enseignes St-Onge Ltée., Les	Granby, Qué.
Enseignes Trans-Canada Inc.	Ville D'Anjou, Qué.
Excellent Signs & Displays (1983) Inc.	London, Ont.
Glaze-Port International Mfg Inc.	Concord, Ont.
*Gorrie Marketing Services	Mississauga, Ont.
Gould Signs	London, Ont.
Imperial Sign (Canada) Limited	Markham, Ont.
Imperial Sign Corporation	Port Coquitlam, B.C.
John's Neon Signs Ltd.	Schumacher, Ont.
Jones Neon Displays Ltd.	Burlington, Ont.
*Klassen Bronze Ltd.	New Hamburg, Ont.
Macey Neon, Div. of Wallace Sign-Crafters East Ltd.	Mississauga, Ont.

\* Company engaged in export trade.

## SIGNS, ILLUMINATED

(H.S. 9405.60.00.00)

### VIII. CANADIAN SUPPLIERS (Cont'd)

#### Signs, Advertising (Luminous) (Cont'd)

<u>Name</u>	<u>Address</u>
Maple Advertising Limited	Weston, Ont.
Martel-Stewart Limited	Winnipeg, Man.
Mettatal Signs Limited	Dartmouth, N.S.
National Signcorp Investments Ltd.	Richmond, B.C.
Neon Contractors Ltd.	Calgary, Alta.
Neon Sales & Service	Calgary, Alta.
Pattison, Jim, Sign Group, The	Scarborough, Ont.
Price Signs & Decals	North Bay, Ont.
Roam Enterprises Marketing Corp. Ltd.	Edmonton, Alta.
*Roland's Neon Sign Co. Ltd.	Windsor, Ont.
Seventy-Seven Signs Ltd.	Saskatoon, Sask.
*Sicon Group, The	Richmond, B.C.
Slimlite & Charlesign Inc.	Scarborough, Ont.
Sonwell Neon Systems Ltd.	Calgary, Alta.
Teksign Inc.	Mississauga, Ont.
Visioneering Corp.	Toronto, Ont.
Voros Signs Ltd.	Fordwich Onc.
Wright Metal Signs Ltd.	Freelton, Ont.
*Zip Signs Ltd.	Burlington, Ont.

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\* 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

## SIGNS, ILLUMINATED

(H.S. 9405.60.00.00)

### IX. CANADIAN AND FOREIGN TARIFFS

Signs, illuminated included in this report are dutiable under the following Canadian tariff item:

<u>Tariff Item</u>	<u>Description of Goods</u>	<u>Tariff Treatment - 1991</u>		
		<u>Most Favoured Nation Tariff</u>	<u>General Preferential Tariff</u>	<u>United States Tariff</u>
9405.60.00	Illuminated signs, illuminated name-plates and the like	11.3%	7.5%	7.9%

### TARIFF ARRANGEMENTS AND FOREIGN COUNTRIES OF EXPORT

All exporting countries shown in section III 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.

# SIGNS, ILLUMINATED

(H.S. 9405.60.00.00)

## IX. CANADIAN AND FOREIGN TARIFFS (Cont'd)

Signs, illuminated included in this report are dutiable under the following U.S. tariff items:

Tariff Item	Description of Goods	Rates of Duty - 1991		
		General	Special <sup>(1)</sup>	2
	Illuminated signs, illuminated name-plates and the like:			
9405.60.20	Of base metal: Of brass	5.7%	Free (A,C,E,IL) 3.3% (CA)	45%
9405.60.40	Other	7.6%	Free (A,C,E,IL) 5.3% (CA)	45%
9405.60.60	Other	5.3%	Free (A,C,E,IL) 3.7% (CA)	80%

## 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.

<sup>(1)</sup>	Generalized System of Preferences	A or A*
	Automotive Products Trade Act	B
	Agreement on Trade in Civil Aircraft	C
	United States-Canada Free-Trade Agreement	CA
	Caribbean Basin Economic Recovery Act	E or E*
	United States-Israel Free Trade Area	IL

2 Rates of Duty Column 2. Notwithstanding any other provisions, the rates of duty shown in column 2 shall apply to products, whether imported directly or indirectly, of the following countries and areas pursuant to section 401 of the Tariff Classification Act of 1962, to section 231 or 257(e)(2) of the Trade Expansion Act of 1962, to section 404(a) of the Trade Act of 1974 or to any other applicable section of law, or to action taken by the President thereunder:

Afghanistan	German Democratic	Mongolia
Albania	Republic	North Korea
Bulgaria	Kampuchea	Romania
Cuba	Laos	Union of Soviet Socialist
Czechoslovakia	Latvia	Republics
Estonia	Lithuania	Vietnam

# SIGNS, ILLUMINATED

(H.S. 9405.60)

## X. UNITED STATES IMPORTS

### U.S. IMPORTS BY MAJOR COUNTRY OF ORIGIN

Country of Origin	1989	1990	1991*	Average Annual Growth Rate 1989-90 (%)
China				
Quantity (000 )	32	68	55	110.4
Value (\$000)	410	3 737	1 193	811.0
Canada				
Quantity (000 )	227	137	4	-39.5
Value (\$000)	1 743	1 979	810	13.5
Taiwan				
Quantity (000 )	385	143	26	-62.8
Value (\$000)	1 262	943	249	-25.3
Hong Kong				
Quantity (000 )	169	40	14	-76.1
Value (\$000)	918	824	110	-10.3
Japan				
Quantity (000 )	33	116	143	256.2
Value (\$000)	540	702	373	30.0
United Kingdom				
Quantity (000 )	5	7	0	27.2
Value (\$000)	505	583	61	15.4
Italy				
Quantity (000 )	10	9	1	-12.3
Value (\$000)	820	497	121	-39.4
Fed. Rep. of Germany				
Quantity (000 )	17	8	1	-53.1
Value (\$000)	130	473	63	264.5
Mexico				
Quantity (000 )	3	6	1	104.6
Value (\$000)	57	311	41	446.6
France				
Quantity (000 )	54	1	2	-98.7
Value (\$000)	106	297	229	179.2
Other				
Quantity (000 )	159	119	83	-25.2
Value (\$000)	644	702	414	9.0
Total				
Quantity (000 )	1 094	654	329	-40.2
Value (\$000)	7 135	11 046	3 664	54.8

Ranked in descending order by 1990 value.

Canada ranked 2 overall.

\* The latest year is cumulative to the second quarter.

## **SIGNS, ILLUMINATED**

(H.S. 9405.60.60)

### **XI. MARKET OVERVIEW**

The sign industry produces a broad range of identification sign products, including electric and neon signs. Signs may be used to identify or advertise a place of business or convey other business information or to post a command, warning or direction. Clients for sign products come from all areas of the institutional, retail and service trades.

The sign industry is characterized by a large number of small establishments. This characteristic is true in other countries as well, since the industry worldwide has evolved in order to meet local market demand. However, some products, such as illuminated backlit signs, lend themselves to international trade. Proximity to major market centres has been a prime determinant in selecting plant locations as transportation costs can be a significant cost factor.

Materials used in the manufacture of signs include glass tubing, vinyl, rigid plastic sheets, paperboard and sheet metals. The sign industry utilizes many technologies and processes, including computerized digital displays, fibre optics, screen printing, electrical fabricating, embossing, engraving and painting, metal stamping and fabricating, and plastic and fibreglass fabricating and moulding.

Overall, it is projected that Canadian demand for signs over the medium term will continue to reflect general economic conditions.

Pat Parent  
Recreational & Household Products Directorate  
Consumer Products Branch  
Telephone: (613) 954-3108

## DID YOU KNOW?

Effective May 1, 1991, the Market Intelligence Division of the Services to Business Branch of Industry, Science and Technology Canada became the Office of Primary Interest (OPI) for **dISTCcovery**. This service, developed by the New Brunswick Regional Office, is being implemented on a national basis and is available in most regional offices.

**WHAT IS dISTCcovery?** **dISTCcovery** is a tool for discovering and acquiring new manufacturing opportunities emerging from a worldwide explosion in technological developments, new products and new processes.

**dISTCcovery** introduces you to companies and organizations from around the world who are willing to licence the right to manufacture and sell their product in an agreed market area. The reverse is also possible. A Canadian company can also use **dISTCcovery** to promote their unique product or process for licensing internationally.

**dISTCcovery** provides access to international data bases containing thousands of licensing offers for new products, processes and technology originating from around the world.

For more information on this service, contact the Market Intelligence Division at (613) 954-4970 or the nearest ISTC Regional Office listed at the end of this publication.



**dISTCcovery**

YOUR WINDOW TO A WORLD OF BUSINESS OPPORTUNITIES  
UNE FENÊTRE SUR DES PERSPECTIVES COMMERCIALES

## 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  
Recreational and Household Products Directorate  
Consumer Products Branch  
Industry, Science and Technology Canada  
235 Queen Street  
Ottawa, Ontario  
K1A 0H5  
Tel.: (613) 954-3108  
Fax.: (613) 954-1894

## ISTC BUSINESS SERVICE CENTRES

These centres have been established at headquarters and in every regional office to provide clients with a gateway into the complete range of ISTC services, information products, programs and expertise.

### REGIONAL OFFICES

#### QUÉBEC

ISTC  
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  
401-119 4th Avenue South  
Saskatoon, Sask.  
S7K 5X2  
Tel.: (306) 975-4386  
Fax.: (306) 975-5334

#### BRITISH COLUMBIA

ISTC  
Suite 900  
Scotia Tower  
650 West Georgia St.  
P.O. Box 11610  
Vancouver, B.C. V6B 5H8  
Tel.: (604) 666-0266  
Fax.: (604) 666-0277

## **REGIONAL OFFICES (Cont'd)**

### **ALBERTA**

ISTC  
Room 540  
Canada Place  
9700 Jasper Avenue  
Edmonton, Alta. T5J 4C3  
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. X1A 2R3  
Tel.: (403) 920-8568  
Fax.: (403) 873-6228

## **HEADQUARTERS**

ISTC  
1st Floor, East Tower  
235 Queen Street  
Ottawa, Ont. K1A 0H5  
Tel.: (613) 952-ISTC  
Fax.: (613) 957-7942