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MARKET INTELLIGENCE

**FLOORING, WOOD,
NON-CONIFEROUS**

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FLOORING, WOOD, NON-CONIFEROUS

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REFERENCE SOURCES

Industry, Science and Technology Canada
Statistics Canada, Tel.: (613) 951-9647
Revenue Canada, Tel.: (613) 954-6927
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) 954-6927
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. Canadian Imports	
- Summary	6
- By Province of Clearance	7
- By Major Country of Origin	10
III. Canadian Shipments	13
IV. Canadian Importers - 1990	14
V. Foreign Exporters to Canada - 1990	17
VI. Canadian Suppliers	21
VII. Canadian and Foreign Tariffs	24
VIII. United States' Imports	26
IX. Market Overview	30



FLOORING, WOOD, NON-CONIFEROUS

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 codes:

<u>Description</u>	<u>H.S. Commodity Codes Analyzed</u>
Wood (including strips and friezes for parquet flooring, not assembled) continuously shaped (tongued, grooved, rebated, champhered, V-jointed, beaded, moulded, rounded or the like) along any of its edges or faces, whether or not planed, sanded or finger-jointed. (H.S. 44.09)	
-Non-Coniferous	
---Flooring	
----Oak	4409.20.11.00
----Maple	4409.20.19.10
----Other	4409.20.19.90

FLOORING, WOOD, NON-CONIFEROUS

II. CANADIAN IMPORTS

SUMMARY

<u>Description and Commodity Code</u>	<u>Total Imports</u>				<u>Major Country of Export to Canada % of Total Value</u>			
	<u>1988</u>	<u>1989</u>	<u>1990</u>	<u>1991</u>	<u>1988</u>	<u>1989</u>	<u>1990</u>	<u>1991</u>
Oak H.S. 4409.20.11.00								
Quantity (000 MTK)	200	37	1 196	1 241	U.S.A.	U.S.A.	U.S.A.	U.S.A.
Value (\$000)	13 750	19 492	20 618	22 763	97	96	96	96
Maple H.S. 4409.20.19.10								
Quantity (000 MTK)	1	1	58	103	U.S.A.	U.S.A.	U.S.A.	U.S.A.
Value (\$000)	436	645	920	1 113	100	97	95	86
Other H.S. 4409.20.19.90								
Quantity (000 MTK)	58	4	153	110	Denmark	U.S.A.	U.S.A.	U.S.A.
Value (\$000)	2 273	2 826	2 459	2 180	34	47	52	60
TOTAL								
Quantity (000 MTK)	259	42	1 407	1 454				
Value (\$000)	16 459	22 963	23 997	26 056				

MTK - Square Metre.

FLOORING, WOOD, NON-CONIFEROUS

II. CANADIAN IMPORTS (Cont'd)

BY PROVINCE OF CLEARANCE

OAK
(H.S. 4409.20.11.00)

Province of Clearance	1988	1989	1990	1991	Average Annual Growth Rate 1988-91 (%)
Ontario					
Quantity (000 MTK)	189	27	816	787	60.9
Value (\$000)	10 914	15 081	14 437	15 066	11.3
British Columbia					
Quantity (000 MTK)	5	4	160	169	232.5
Value (\$000)	1 165	1 721	2 668	3 062	38.0
Alberta					
Quantity (000 MTK)	0	1	82	90	572.7
Value (\$000)	227	885	1 462	1 648	93.7
New Brunswick					
Quantity (000 MTK)	1	1	60	83	400.0
Value (\$000)	463	654	853	1 122	34.3
Québec					
Quantity (000 MTK)	3	1	32	49	152.1
Value (\$000)	526	557	554	899	19.6
Saskatchewan					
Quantity (000 MTK)	0	1	19	39	483.6
Value (\$000)	163	280	255	634	57.3
Newfoundland					
Quantity (000 MTK)	0	0	13	11	415.5
Value (\$000)	66	124	194	159	33.9
Manitoba					
Quantity (000 MTK)	2	1	10	7	55.8
Value (\$000)	183	141	140	101	-17.9
Nova Scotia					
Quantity (000 MTK)	0	0	3	6	521.0
Value (\$000)	43	50	56	70	17.5
Yukon					
Quantity (000 MTK)	-	-	-	0	0.0
Value (\$000)	-	-	-	2	0.0
Total					
Quantity (000 MTK)	200	37	1 196	1 241	83.8
Value (\$000)	13 750	19 492	20 618	22 763	18.3

Ranked in descending order by 1991 value.
MTK - Square Metre.

FLOORING, WOOD, NON-CONIFEROUS

II. CANADIAN IMPORTS (Cont'd)

BY PROVINCE OF CLEARANCE

MAPLE
(H.S. 4409.20.19:10)

Province of Clearance	1988	1989	1990	1991	Average Annual Growth Rate 1988-91 (%)
Ontario					
Quantity (MTK)	981	448	32 646	62 607	299.6
Value (\$000)	210	282	478	682	48.1
British Columbia					
Quantity (MTK)	58	46	7 365	29 439	697.7
Value (\$000)	75	30	124	219	43.2
New Brunswick					
Quantity (MTK)	-	45	4 192	3 152	736.9
Value (\$000)	-	42	69	63	21.9
Alberta					
Quantity (MTK)	102	170	1 155	2 156	176.5
Value (\$000)	74	104	21	54	-10.1
Saskatchewan					
Quantity (MTK)	3	101	3 262	2 025	777.2
Value (\$000)	5	52	63	39	104.8
Manitoba					
Quantity (MTK)	73	234	4 026	2 078	205.3
Value (\$000)	72	133	80	36	-20.5
Québec					
Quantity (MTK)	6	5	5 258	1 686	555.0
Value (\$000)	0	2	83	19	241.9
Total					
Quantity (MTK)	1 224	1 048	57 903	103 143	338.4
Value (\$000)	436	645	920	1 113	36.6

Ranked in descending order by 1991 value.
MTK - Square Metre.

FLOORING, WOOD, NON-CONIFEROUS

II. CANADIAN IMPORTS (Cont'd)

BY PROVINCE OF CLEARANCE

OTHER
(H.S. 4409.20.19.90)

Province of Clearance	1988	1989	1990	1991	Average Annual Growth Rate 1988-91 (%)
Ontario					
Quantity (MTK)	24 284	1 870	88 913	49 638	26.9
Value (\$000)	917	1 476	1 145	875	-1.6
British Columbia					
Quantity (MTK)	9 417	1 018	27 296	25 847	40.0
Value (\$000)	561	921	613	789	12.0
Québec					
Quantity (MTK)	23 517	182	16 570	15 012	-13.9
Value (\$000)	507	146	289	194	-27.4
New Brunswick					
Quantity (MTK)	-	65	3 880	7 114	946.2
Value (\$000)	-	32	43	111	87.3
Manitoba					
Quantity (MTK)	149	79	1 424	6 634	254.4
Value (\$000)	129	32	31	97	-9.1
Alberta					
Quantity (MTK)	15	260	6 752	3 172	495.8
Value (\$000)	6	56	142	50	106.9
Nova Scotia					
Quantity (MTK)	135	110	5 583	1 400	118.1
Value (\$000)	148	125	158	42	-34.6
Saskatchewan					
Quantity (MTK)	3	51	2 543	1 022	598.4
Value (\$000)	4	36	38	23	79.8
Newfoundland					
Quantity (MTK)	-	2	-	-	0.0
Value (\$000)	-	1	-	-	0.0
Total					
Quantity (MTK)	57 519	3 637	152 961	109 839	24.1
Value (\$000)	2 273	2 826	2 459	2 180	-1.4

Ranked in descending order by 1991 value.
MTK - Square Metre.

FLOORING, WOOD, NON-CONIFEROUS

II. CANADIAN IMPORTS (Cont'd)

BY MAJOR COUNTRY OF ORIGIN

OAK
(H.S. 4409.20.11.00)

Country of Origin	1988	1989	1990	1991	Average Annual Growth Rate 1988-91 (%)
United States					
Quantity (000 MTK)	195	36	1 158	1 200	83.1
Value (\$000)	13 301	18 643	19 861	21 776	17.9
Sweden					
Quantity (000 MTK)	3	0	21	21	87.6
Value (\$000)	213	344	511	596	40.9
Fed. Rep. of Germany					
Quantity (000 MTK)	0	0	3	9	436.9
Value (\$000)	77	246	59	238	45.5
China					
Quantity (000 MTK)	-	0	10	8	743.0
Value (\$000)	-	61	91	80	15.1
Norway					
Quantity (000 MTK)	0	0	2	1	318.5
Value (\$000)	23	40	35	34	13.6
Malaysia					
Quantity (000 MTK)	-	0	2	1	136.4
Value (\$000)	-	45	52	20	-32.7
Switzerland					
Quantity (000 MTK)	-	-	-	1	0.0
Value (\$000)	-	-	-	19	0.0
Other					
Quantity (000 MTK)	1	0	0	0	-90.1
Value (\$000)	135	113	9	-	-74.7
Total					
Quantity (000 MTK)	200	37	1 196	1 241	83.8
Value (\$000)	13 750	19 492	20 618	22 763	18.3

Ranked in descending order by 1991 value.
MTK - Square Metre.

FLOORING, WOOD, NON-CONIFEROUS

II. CANADIAN IMPORTS (Cont'd)

BY MAJOR COUNTRY OF ORIGIN

MAPLE (H.S. 4409.20.19.10)

Country of Origin	1988	1989	1990	1991	Average Annual Growth Rate 1988-91 (%)
United States					
Quantity (MTK)	1 224	1 028	54 878	89 284	317.8
Value (\$000)	436	628	870	960	30.1
Denmark					
Quantity (MTK)	-	-	-	5 586	0.0
Value (\$000)	-	-	-	59	0.0
Fed. Rep. of Germany					
Quantity (MTK)	-	16	692	5 139	1692.2
Value (\$000)	-	8	9	40	125.0
Brazil					
Quantity (MTK)	-	-	407	1 624	299.0
Value (\$000)	-	-	8	24	197.8
Sweden					
Quantity (MTK)	-	4	1 211	1 151	1596.3
Value (\$000)	-	9	19	23	61.2
Norway					
Quantity (MTK)	-	-	-	359	0.0
Value (\$000)	-	-	-	7	0.0
Other					
Quantity (MTK)	-	-	715	-	0.0
Value (\$000)	-	-	14	-	0.0
Total					
Quantity (MTK)	1 224	1 048	57 903	103 143	338.4
Value (\$000)	436	645	920	1 113	36.6

Ranked in descending order by 1991 value.
MTK - Square Metre.

FLOORING, WOOD, NON-CONIFEROUS

II. CANADIAN IMPORTS (Cont'd)

BY MAJOR COUNTRY OF ORIGIN

OTHER
(H.S. 4409.20.19.90)

Country of Origin	1988	1989	1990	1991	Average Annual Growth Rate 1988-91 (%)
United States					
Quantity (MTK)	13 430	1 944	86 985	81 951	82.7
Value (\$000)	723	1 332	1 267	1 317	22.1
Singapore					
Quantity (MTK)	-	38	1 531	7 535	1308.2
Value (\$000)	-	25	54	263	226.3
Sweden					
Quantity (MTK)	20 665	108	7 468	6 364	-32.5
Value (\$000)	281	187	174	199	-10.9
Denmark					
Quantity (MTK)	4 260	761	23 485	5 408	8.3
Value (\$000)	775	721	370	131	-44.7
Indonesia					
Quantity (MTK)	65	118	9 771	333	72.4
Value (\$000)	38	71	92	110	42.9
Fed. Rep. of Germany					
Quantity (MTK)	24	213	3 417	2 583	375.7
Value (\$000)	33	199	83	65	24.8
Malaysia					
Quantity (MTK)	-	201	10 854	3 749	331.9
Value (\$000)	-	130	219	63	-30.4
Norway					
Quantity (MTK)	61	37	1 058	1 153	166.4
Value (\$000)	39	18	16	17	-24.2
France					
Quantity (MTK)	-	-	-	160	0.0
Value (\$000)	-	-	-	6	0.0
Brazil					
Quantity (MTK)	21	37	783	168	100.0
Value (\$000)	34	18	27	3	-57.3
Other					
Quantity (MTK)	18 993	180	7 609	435	-71.6
Value (\$000)	348	125	158	6	-74.8
Total					
Quantity (MTK)	57 519	3 637	152 961	109 839	24.1
Value (\$000)	2 273	2 826	2 459	2 180	-1.4

Ranked in descending order by 1991 value.
MTK - Square Metre.

FLOORING, WOOD, NON-CONIFEROUS

III. CANADIAN SHIPMENTS

Statistics Canada reports that there were at least seven Canadian manufacturers of oak and maple flooring in 1988 (latest year for which data are available) with shipments being estimated at 15 684 cubic metres for a value of \$5.5 million and 35 653 cubic metres for a value of \$18.9 million respectively. The total for Canadian shipments of other types of non-coniferous wood flooring is not available due to reasons of confidentiality.

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

Source: Catalogue #35-250, annual, "Wood Industries".

FLOORING, WOOD, NON-CONIFEROUS

IV. CANADIAN IMPORTERS - 1990

OAK
(H.S. 4409.20.11.00)

There were 110 known importers of oak flooring in 1990. The principal ten importers accounted for 84 per cent of the total import value.

<u>Principal Importers</u> (No.)	<u>Cumulative Value</u> (\$000)	<u>Cumulative % of Total Value</u>
3	10 609	51
6	14 576	71
10	17 220	84
15	18 605	90
25	19 798	96
All Importers (110)	20 618	100

The principal importers of oak flooring 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>
B C Hardwood Floor Co. Ltd.	Vancouver, B.C.	Mainland Hardwood Flooring & Supply Co. Ltd.	Langley, B.C.
Barwood Hardwood Floors Ltd.	Buckingham, Qué.	Nicks Flooring Service Ltd.	Calgary, Alta.
Bois Ste-Marie Ltée	Saint-Constant, Qué.	Omni Floorcoverings Ltd.	Mississauga, Ont.
C P Rail Ltd.	Montréal, Qué.	Parquets B.S.M. International Inc.	Delson, Qué.
Erv Parent Company Ltd.	Richmond, B.C.	Primco (P W L) Ltd.	Calgary, Alta.
Estra Flooring Ltd.	Nepean, Ont.	Produits Forestiers Maniwaki Inc.	Buckingham, Qué.
Europlex International Ltd.	Richmond, B.C.	Provincial Wood Products Ltd.	St. John's, Nfld.
Finishing Touch Doors & Moldings Ltd.	Burnaby, B.C.	Salem Hardwood Flooring Co. Ltd.	Burlington, Ont.
Floorco, Division of PMC Corporation	Toronto, Ont.	Smith Brothers Floors Ltd.	Calgary, Alta.
Floortech Inc.	Calgary, Alta.	Steve Mihalic Hardwood Flooring Ltd.	Mississauga, Ont.
Gap Inc., The	San Bruno, CA, U.S.A.*	Upper Canada Hardwood Flooring Ltd.	Toronto, Ont.
Gemini Design Inc.	Concord, Ont.	Woodpecker Hardwood Floors Ltd.	White Rock, B.C.
Goodfellow Inc.	Delson, Qué.	Woodstock Forest Products	Concord, Ont.
Hardwood Milling Company Ltd.	Beauharnois, Qué.	Xylo-Tech Industries Inc.	Weston, Ont.
Mackay Forest Products Ltd.	Vancouver, B.C.		
MacMillan Bloedel Limited	Saint John, N.B.		
	Vancouver, B.C.		
	Moncton, N.B.		
	Calgary, Alta.		
	Beauport, Qué.		

* Non resident importer.

FLOORING, WOOD, NON-CONIFEROUS

IV. CANADIAN IMPORTERS - 1990 (Cont'd)

MAPLE (H.S. 4409.20.19.10)

There were 31 known importers of maple flooring in 1990. The principal 15 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>
3	358	39
6	509	55
10	633	69
15	748	81
All Importers (31)	920	100

Importers of maple flooring 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 importers except individuals.

<u>Name</u>	<u>Address</u>	<u>Name</u>	<u>Address</u>
Barwood Hardwood Floors Ltd.	Buckingham, Qué.	MacMillan Bloedel Ltd.	Vancouver, B.C.
Bois Ste-Marie, Ltée.	Delson, Qué.	Manac Inc.	St-Georges, Qué.
Boutiques San Francisco Inc., Les	Boucherville, Qué.	Mariposa Stores Ltd.	Vancouver, B.C.
Brunswick Flooring Ltd.	Saint John, N.B.	Nicks Flooring Service Ltd.	Calgary, Alta.
Candlepin Machine Parts Ltd.	Amherst, N.S.	Planchers Heritage Ltée., Les	Kedgwick, N.B.
Cap Pele Bowling Center Ltd.	Cap Pele, N.B.	Planchers Mercier Inc., Les	Montmagny, Qué.
Centaur Products Inc.	Burnaby, B.C.	Planks Distinctive Hardwoods, Inc.	Windsor, Ont.
Crystal Flooring Ltd.	Grand Fall, N.B.	Precision Veneers Ltd.	Mississauga, Ont.
D Phillips Acoustic Services Ltd.	Winnipeg, Man.	Produits Forestiers Maniwaki Inc.	Buckingham, Qué.
Design Build Niagara Ltd.	St Catharines, Ont.	Specialty Interior Building Supply Ltd.	Winnipeg, Man.
Europlex International Ltd.	Richmond, B.C.	Sports Surfaces Inc.	Concord, Ont.
Finishing Touch Doors & Moldings Ltd.	Burnaby, B.C.	Toronto Bowlerama Ltd.	Toronto, Ont.
Foresbec Inc.	Drummondville, Qué.	West Coast Ltd.	Boucherville, Qué.
Goodfellow Inc.	Delson, Qué.	Wood Cogger Ltd.	Regina, Sask.
Hardwood Milling Company Ltd.	Vancouver, B.C.	Xylo-Tech Industries Inc.	Weston, Ont.
Lindal Cedar Homes Ltd.	Surrey, B.C.		

FLOORING, WOOD, NON-CONIFEROUS

IV. CANADIAN IMPORTERS - 1990 (Cont'd)

OTHER (H.S. 4409.20.19.90)

There were 70 known importers of other flooring in 1990. The principal 25 importers accounted for 90 per cent of the total import value.

<u>Principal Importers</u> (No.)	<u>Cumulative Value</u> (\$000)	<u>Cumulative % of Total Value</u>
3	946	38
6	1 325	54
10	1 629	66
15	1 878	76
25	2 203	90
All Importers (70)	2 459	100

The principal importers of other flooring 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>
AMF Bowling Canada Inc.	Guelph, Ont.	Klaas Custom Woodworking Ltd.	Blackfalds, Alta.
Barwood Hardwood Floors Ltd.	Buckingham, Qué.	Legendary Log Cabins Inc.	Bobcaygeon, Ont.
Boen Hardwood Flooring Inc.	Bassett, VI, U.S.A.*	MacMillan Bloedel Limited	Vancouver, B.C.
Bois Franc Royal Ltée	Beloil, Qué.		Beauport, Qué.
Bois Ste-Marie Ltée	Saint-Constant, Qué.	Multi-Vans Inc.	Bolton, Ont.
Bower Systems Inc.	Burlington, Ont.	Nicks Flooring Service Ltd.	Calgary, Alta.
Centaur Products Inc.	Burnaby, B.C.	Nu-West Hardwood Flooring Contractors Ltd.	Concord, Ont.
	Pointe-Claire-Dorval, Qué.	Parquets B.S.M. International Inc.	Delson, Qué.
	Orillia, Ont.	Planchers Heritage Ltée, Les Produits Forestiers Maniwaki Inc.	Kedgwick, N.B.
Coates Distributors Ltd.	Halifax, N.S.	Quality Service & Repair Ltd.	Buckingham, Qué.
East Asiatic Company (Canada) Inc., The	Saint John, N.B.	R.G. International Imports Ltd.	Calgary, Alta.
Estra Flooring Ltd.	Vancouver, B.C.	Satin Finish Hardwood Flooring Ltd.	Coquitlam, B.C.
Europlex International Ltd.	Nepean, Ont.		Weston, Ont.
Finmac Lumber Ltd.	Richmond, B.C.	Steve Mihalic Hardwood Flooring Ltd.	Mississauga, Ont.
Floorco, Division of PMC Corporation	Winnipeg, Man.	Timber Trading (1989)	Hamilton, Ont.
Friesen Floor & Window Fashion S Ltd.	Toronto, Ont.	Timberline Products Group Ltd.	Toronto, Ont.
Fruehauf Canada Industries Ltd.	Abbotsford, B.C.	Western Hardwoods Ltd.	Prince Albert, Sask.
Goodfellow Inc.	Ingersoll, Ont.	Woodstock Forest Products Inc.	Concord, Ont.
Huron Flooring Ltd.	Delson, Qué.	Xylo-Tech Industries Inc.	Weston, Ont.
	London, Ont.		

* Non resident importer.

FLOORING, WOOD, NON-CONIFEROUS

V. FOREIGN EXPORTERS TO CANADA - 1990

OAK
(H.S. 4409.20.11.00)

Major exporters to Canada of oak flooring are listed by major country of origin in descending order of dollar value. These exporters accounted for 76 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 to Canada 1990</u> (\$000)
United States	Bruce Hardwood Floors	7 606
	Memphis Hardwood Flooring	1 371
	Marlin Lumber Sales Corp.	1 339
	Cumberland Lumber & Mfg.	827
	Potlach Corp.) 1 503*
	Desoto Hardwood Flooring	
	Burruss Co.) 1 045*
	Robbins International	
	Searcy Flooring Inc.	448
	Hardwood Flooring & Panel Inc.	435
	Zickgraf Hardwood Co.	434
	Tarkett Hard Woods	373
Stuart Flooring Corp.	354	
TOTAL		15 735

* Aggregated to preserve confidentiality of Canadian importers.

FLOORING, WOOD, NON-CONIFEROUS

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

MAPLE (H.S. 4409.20.19.10)

Major exporters to Canada of maple flooring are listed by major country of origin in descending order of dollar value. These exporters accounted for 71 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 to Canada 1990 (\$000)</u>
United States	Robbins International	189
	Cumberland Lumber & Mfg. Superior Floor Co. Inc.	275*
	Applied Radiant Energy	101
	Connor Flooring Inc.	91
TOTAL		656

* Aggregated to preserve confidentiality of Canadian importers.

FLOORING, WOOD, NON-CONIFEROUS

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

OTHER (H.S. 4409.20.19.90)

Major exporters to Canada of other flooring are listed by major country of origin in descending order of dollar value. These exporters accounted for 70 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 to Canada 1990 (\$000)</u>
United States	Bruce Hardwood Floors	100
	Tarkett Hardwoods	96
	Kentucky Wood Floors	82
	Robbins) Connor Flooring)	133*
	Hardwood Flooring and Panel	57
	Foreign Domestic Woods) Indiana Hardwoods) Action Floor Systems Inc.)	139*
	Permagrain Products) St Croix Valley Hardwood) Stuart Flooring)	108*
	Marlin Lumber Sales) Selma Oak Flooring) Canoak Inc.)	95*
	Firebird Industries) Osage Products Co.) Searcy Flooring)	67*
	AMF Bowling) Kelley Goodwin) Triangle Pacific) Martco Tibbals)	74*

* Aggregated to preserve confidentiality of Canadian importers.

FLOORING, WOOD, NON-CONIFEROUS
(H.S. 4409.20.11.00, 4409.20.19.10 AND 4409.20.19.90)

VI. CANADIAN SUPPLIERS (Cont'd)

Flooring, Hardwood, Maple and Oak (Cont'd)

<u>Name</u>	<u>Address</u>
Preverco Inc.	Quebec, Qué.
*Silvaplex Div. of Forestply Limited	Gravenhurst, Ont.
*Stanley Knight Limited	Meaford, Ont.
*Tembec Forest Products (1990) Inc.	Huntsville, Ont.
The Milner-Rigsby Co. Ltd.	West Lorne, Ont.
Trojan Board Ltd.	Winnipeg, Man.

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

CANADIAN TRADE INDEX

Companies are arranged in alphabetical order.

Flooring, Hardwood

<u>Name</u>	<u>Address</u>
Barco Materials Handling Ltd.	Guelph, Ont.
Beauceville Flooring Inc.	Beauceville-West, Qué.
*Bois Franc Royal Ltée	Beloeil, Qué.
Erie Flooring & Wood Products	West Lorne, Ont.
Finished Woodfloor Ltd.	Weston, Ont.
Floorco Limited	Toronto, Ont.
Groleau Inc.	Ste-Thècle, Qué.
*Industrial Hardwood Products Ltd.	Thunder Bay, Ont.
Industries James Maclaren Inc.	Buckingham, Qué.
	Maniwaki, Qué.*

* Company engaged in export trade.

FLOORING, WOOD, NON-CONIFEROUS
(H.S. 4409.20.11.00, 4409.20.19.10 AND 4409.20.19.90)

VI. CANADIAN SUPPLIERS (Cont'd)

Flooring, Hardwood (Cont'd)

<u>Name</u>	<u>Address</u>
Kakabeka Timber Limited	Kakabeka Falls, Ont.
*Knight, Stanley Limited	Meaford, Ont.
Knights' of Meaford Inc.	Meaford, Ont.
Laidlaw Goodwood Industries Limited	Weston, Ont.
Leclerc, Nilus Inc.	L'Isletville, Qué.
MacLean and Murray Limited	Woodstock, Ont.
*Mendes Inc.	Ste-Foy, Qué.
*Milner-Rigsby Co. Limited, The	West Lorne, Ont.
Parkinson's Saw Mill Limited	Guelph, Ont.
Satin Finish Hardwood Flooring Limited	Weston, Ont.
*Selinger Wood Ltd.	Goderich, Ont.
Source Wood Products	Cornwall, Ont.
Superior Logging Ltd.	Springdale, Nfld.
*Trojan Board Ltd.	Winnipeg, Man.
*Valley Land & Water Limited	Woodstock, N.B.
Wood Decor Ltd.	Minto, N.B.
Wood-Lam Inc.	Strathroy, Ont.
*Woodstock Forest Products Inc.	Concord, 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
4th Floor
75 International Boulevard
Etobicoke, Ontario
M9W 6L9
Tel.: (416) 798-8000
Fax.: (416) 798-8050

FLOORING, WOOD, NON-CONIFEROUS

VII. CANADIAN AND FOREIGN TARIFFS

Non-coniferous wood flooring included in this report are dutiable under the following Canadian tariff items.

<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>
	Flooring, Wood, Non-Coniferous			
4409.20.11	Of oak On and after January 1, 1992	5.5%	3.5%	3.8% 3.3%
4409.20.19	Other	Free	Free	Free

TARIFF ARRANGEMENTS AND FOREIGN COUNTRIES OF EXPORT

Exporting countries which qualify for the Most Favoured Nation tariff treatment: Denmark, Federal Republic of Germany, France, Norway and Sweden.

Exporting countries as shown in this report which qualify for the Most Favoured Nation tariff treatment or General System of Preference tariff treatment (In order to qualify for the General System of Preference, a special certificate of origin is required.): Brazil, China, Indonesia, Malaysia and Singapore.

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

FLOORING, WOOD, NON-CONIFEROUS

VII. CANADIAN AND FOREIGN TARIFFS (Cont'd)

Flooring, wood, non-coniferous included in this report is dutiable under the following U.S. tariff item:

<u>Tariff Item</u>	<u>Description of Goods</u>	<u>Rates of Duty - 1991</u>	
		<u>General</u>	<u>2</u>
4409.20.25	Flooring, Wood, Non-Coniferous	Free	8%

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.

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
Albania
Bulgaria
Cuba
Czechoslovakia
Estonia

German Democratic
Republic
Kampuchea
Laos
Latvia
Lithuania

Mongolia
North Korea
Romania
Union of Soviet Socialist
Republics
Vietnam

FLOORING, WOOD, NON-CONIFEROUS

VIII. UNITED STATES' IMPORTS

The United States Department of Commerce reports U.S. imports of flooring, wood, non-coniferous under the following Harmonized System (H.S.) Commodity Codes:

Description

H.S. Commodity Code

Wood (including strips and friezes for parquet flooring, not assembled) continuously shaped (tongued, grooved, rebated, chamfered, V-jointed, beaded, molded rounded or the like) along any of its edges or faces, whether or not planed, sanded or finger-jointed.
(H.S. 44.09)

-Non-coniferous

---Flooring

----Maple

4409.20.25.30

----Birch and Beech

4409.20.25.50

----Other

4409.20.25.60

FLOORING, WOOD, NON-CONIFEROUS

VIII. UNITED STATES' IMPORTS (Cont'd)

BY MAJOR COUNTRY OF ORIGIN

**WOOD FLOORING, NON-CONIFEROUS, MAPLE
(H.S. 4409.20.25.30)**

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

Country of Origin	1990	1991	Average Annual Growth Rate 1990-91 (%)
Canada			
Quantity (MTK)	156 659	165 956	5.9
Value (\$000)	2 767	3 022	9.2
Other			
Quantity (MTK)	-	-	-
Value (\$000)	-	-	-
Total			
Quantity (MTK)	156 659	165 956	5.9
Value (\$000)	2 767	3 022	9.2

Ranked in descending order by 1991 value.
MTK - Square Metre.
Canada ranked 1 overall.

FLOORING, WOOD, NON-CONIFEROUS

VIII. UNITED STATES' IMPORTS (Cont'd)

BY MAJOR COUNTRY OF ORIGIN

WOOD FLOORING, BIRCH, BEECH, NON-CONIFEROUS (H.S. 4409.20.25.50)

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

Country of Origin	1990	1991	Average Annual Growth Rate 1990-91 (%)
-----	-----	-----	-----
Canada			
Quantity (MTK)	44 426	21 833	-50.9
Value (\$000)	939	464	-50.6
Denmark			
Quantity (MTK)	14 838	2 444	-83.5
Value (\$000)	528	79	-85.0
Sweden			
Quantity (MTK)	756	86	-88.6
Value (\$000)	19	3	-85.3
Other			
Quantity (MTK)	1 296	-	0.0
Value (\$000)	36	-	0.0
	-----	-----	-----
Total			
Quantity (MTK)	61 316	24 363	-60.3
Value (\$000)	1 522	546	-64.1

Ranked in descending order by 1991 value.

MTK - Square Metre.

Canada ranked 1 overall.

FLOORING, WOOD, NON-CONIFEROUS

VIII. UNITED STATES' IMPORTS (Cont'd)

BY MAJOR COUNTRY OF ORIGIN

WOOD FLOORING, NON-CONIFEROUS, OTHER (H.S. 4409.20.25.60)

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

Country of Origin	1989	1990	1991	Average Annual Growth Rate 1989-91 (%)
Canada				
Quantity (000 MTK)	143	140	149	2.4
Value (\$000)	2 735	3 368	3 247	9.0
Malaysia				
Quantity (000 MTK)	595	455	230	-37.8
Value (\$000)	9 977	6 588	3 104	-44.2
Brazil				
Quantity (000 MTK)	79	146	112	19.4
Value (\$000)	997	1 732	1 451	20.6
Indonesia				
Quantity (000 MTK)	74	124	19	-48.9
Value (\$000)	1 056	2 250	392	-39.1
Philippines				
Quantity (000 MTK)	55	107	58	2.8
Value (\$000)	476	973	389	-9.6
France				
Quantity (000 MTK)	2	0	2	9.2
Value (\$000)	41	19	384	205.6
Singapore				
Quantity (000 MTK)	19	5	28	23.7
Value (\$000)	296	118	373	12.3
Denmark				
Quantity (000 MTK)	8	27	11	18.4
Value (\$000)	231	793	314	16.8
Australia				
Quantity (000 MTK)	35	17	10	-45.1
Value (\$000)	330	390	285	-7.1
China				
Quantity (000 MTK)	1	-	20	333.9
Value (\$000)	11	-	281	399.4
Other				
Quantity (000 MTK)	588	64	53	-69.9
Value (\$000)	12 632	1 369	997	-71.9
Total				
Quantity (000 MTK)	1 598	1 085	695	-34.0
Value (\$000)	28 784	17 600	11 217	-37.6

Ranked in descending order by 1991 value.

MTK - Square Metre.

Canada ranked 1 overall.

FLOORING, WOOD, NON-CONIFEROUS

IX. MARKET OVERVIEW

The Canadian hardwood flooring industry comprises about 20 to 25 manufacturers and concentrated largely in Quebec and Ontario with a small portion located in New Brunswick. The principal species used for the manufacture of hardwood flooring are oak and maple, with minor quantities of birch, beech and ash also produced.

In 1983, hardwood flooring had about a 2 to 2.5 per cent share of the North American flooring market but by 1987, the peak year of the construction boom, the market share for hardwood flooring had grown to around 3.5 to 4 per cent. As a product that is subject to customer preferences, the performance of the hardwood flooring industry is somewhat cyclical in terms of shipments and market share. Because of this cyclical characteristic, the industry is cautious in its approach to expansion and modernization. Even during the peak years of 1986 to 1988, the capacity of the industry as a whole was not strained. During this period, some companies continued to work one-shift plus overtime while others went to 2 and sometimes 3 shifts.

Starting about the mid 1980's, the industry began to add additional value to its product while targeting the DIY (do it yourself) market with pre-finished flooring. Since 1985, significant pre-finished capacity has been added and it is considered that a substantial portion of the industry's total production could be pre-finished. Poor profit levels, however, have recently forced a number of shut downs and layoffs.

Historically, imports and exports of hardwood flooring generally have tended to offset each other. Most of Canada's trade in hardwood flooring is by far conducted with the United States, with lesser amounts going to Sweden, Germany, U.K., Spain and Pacific-rim countries.

As indicated above the industry is cautious in its approach to modernization. Consequently, there has been relatively little technological advancement in the industry for the past 30 years or so. One of the more significant changes being the move to pre-finished product. Recently, however, flooring producers in competing countries have been developing post production marketing schemes regarding installation of the flooring. Such companies are guaranteeing not only that the flooring will be made to exact specifications, but also, that its installation will be inspected and certified as complying with published installation standards. The Canadian industry is reviewing the appropriateness of such schemes for its own purposes.

Mr. Phil Hollingdale
Sector Strategy and Value-Added Products Division
Forest Industries Branch
Telephone: (613) 954-3028

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.



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FOR MORE INFORMATION PLEASE CONTACT:

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Moncton, N.B. E1C 8P9
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