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# MARKET INTELLGENCE

BATH-TUBS, PORCELAIN ENAMELLED STEEL

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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.

#### 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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#### 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. The following is a list of Harmonized System (H.S.) import commodity codes dealing with bath-tubs. This report deals only with bath-tubs, porcelain enamelled steel (H.S. 7324.29.90.20).

•		199 <sup>-</sup>	=
<u>Description</u>	H.S. Commodity Codes	Import <u>Quantity</u>	<u>Value</u>
-Baths:		(No.)	(\$000)
Of cast iron, whether or not enamelled	7324.21.00.00	4 010	552
Other	7324.29		
Stampings and assemblies thereof, for use in the manufacture of bath-tubs	7324.29.10.00	855	34
Other	7324.29.90		
Stainless steel	7324.29.90.10	12 <b>0</b> 01	834
Porcelain enamelled steel	7324.29.90.20	43 944	2 992
Other	7324.29.90.90	<u>14 441</u>	<u>973</u>
TOTAL		75 251	5 385

Total imports into Canada in 1991 for all of these above products accounted for 75 251 tubs or stampings for a value of \$5.4 million. Imports of bath-tubs, porcelain enamelled, accounted for 43 944 tubs for a value of \$3.0 million.

NOTE: The Canadian and U.S. coding systems are not comparable beyond the H.S. 6 level. United States imports are included on page 19 of this report. The United States H.S. code is available only at the H.S. 6 level, i.e. 7324.29.

(H.S. 7324.29.90.20)

## **II. CANADIAN IMPORTS**

# SUMMARY

Total Imports								ajor Cou			
19	88	198	39	199	90	199	91		of Total		
Quantity (No.)	<u>Value</u> (\$000)	Quantity (No.)	<u>Value</u> (\$000)	Quantity (No.)	<u>Value</u> (\$000)	Quantity (No.)	<u>Value</u> (\$000)	<u>1988</u>	<u>1989</u>	<u>1990</u>	<u>1991</u>
13 119	1 138	26 343	2 123	41 252	3 247	43 994	2 992	U.S.A. 98	U.S.A. 99	U.S.A. 99	U.S.A. 99

# II. CANADIAN IMPORTS (Cont'd)

## BY PROVINCE OF CLEARANCE

Province					Average Annual Growth
of Clearance	1988	1989	1990	1991	Rate 1988-91
Ontania					(%)
Ontario Quantity (No.)	4 836	14 625	24 785	30 578	84.9
Value (\$000)	412	1 193	1 980	1 987	69.0
New Brunswick	717	1 155	1 300	1 307	09.0
Quantity (No.)	152	980	1 796	3 120	173.8
Value (\$000)	19	80	155	246	135.3
Québec					2000
Quantity (No.)	1 058	973	2 142	3 621	50.7
_Value (\$000)	89	73	161	221	35.1
Alberta					
Quantity (No.)	2 280	3 465	4 444	2 663	5.3
Value (\$000)	210	306	388	220	1.5
British Columbia	2 450	F 470	F F16	1 740	20.4
Quantity (No.) Value (\$000)	3 456	5 478 414	5 516	1 743	-20.4
Manitoba	298	414	359	141	-22.0
Quantity (No.)	1 070	822	1 744	1 396	9.3
Value (\$000)	89	57	126	106	6.3
Nova Scotia	0,0	07	120	100	0.5
Quantity (No.)	-	-	282	404	43.3
Value (\$000)	· -		24	31	25.2
Newfound land					
Quantity (No.)	-	-	138	218	58.0
Value (\$000)	<u>-</u>	-	13	22	66.9
Saskatchewan					
Quantity (No.)	267	-	405	251	-2.0
Value (\$000)	22	· · · -	40	19	-4.3
Total					
Quantity (No.)	13 119	26 343	/1 2F2	42 004	40.7
Value (\$000)	1 138	20 343	41 252 3 247	43 994 2 992	49.7
ŧαιαε (φυσυ)	1 120	2 123	3 24/	2 992	38.0

# II. CANADIAN IMPORTS (Cont'd)

## MARKET SHARES BY PROVINCE OF CLEARANCE

Province				
of Clearance	1988	1989	1990	1991
		 o/		
Ontonio	%	%	%	%
Ontario	36.9	EE E	60 1	60 F
Quantity		55.5	60.1	69.5
Value	36.2	56.2	61.0	66.4
New Brunswick	1 0	2 7	л л	7.1
Quantity	1.2	3.7	4.4 4.8	8.2
Value	1.7	3.8	4.0	0.2
Québec	0 1	2 7	F 0	8.2
Quantity	8.1 7.9	3.7 3.4	5.2 5.0	8.2 7.4
Value	7.9	3.4	5.0	7.4
Alberta	17 /	12 2	10.0	6.1
Quantity	17.4	13.2	10.8 12.0	7.3
Value	18.5	14.4	12.0	7.3
British Columbia	00.0	20.0	10 #	4.0
Quantity	26.3	20.8	13.4	4.0
Value	26.2	19.5	11.1	4.7
Manitoba	0.0	2 1	4.0	2.0
Quantity	8.2	3.1	4.2	3.2 3.6
Value	7.8	2.7	3.9	3.0
Nova Scotia			0.7	0.0
Quantity	-	-	0.7	0.9
Value	-	-	0.8	1.0
Newfoundland			0 0	0.5
Quantity	-	-	0.3	0.5
Value	-	-	0.4	0.7
Saskatchewan	0.0	•	1.0	0.6
Quantity	2.0	-	1.0 1.2	0.6
Value	1.9	-	1.2	0.6
Total				
Quantity	100.0	100.0	100.0	100.0
Value	100.0	100.0	100.0	
value	100.0	100.0	100.0	100.0

# II. CANADIAN IMPORTS (Cont'd)

# AVERAGE UNIT PRICES BY PROVINCE OF CLEARANCE (\$ PER No.)

Province of Clearance	1988	1989	1990	1991 
Ontario	85	82	80	65
New Brunswick	124	82	87	79
Québec	85	75	75	61
Alberta	92	88	87	82
British Columbia	86	76	65	81
Manitoba	83	70	72	76
Nova Scotia	-	-	86	76
Newfoundland			93	99
Saskatchewan	81	-	98	75
All Provinces	87	81	. 79	68

(H.S. 7324.29.90.20)

# II. CANADIAN IMPORTS (Cont'd)

## BY MAJOR COUNTRY OF ORIGIN

Country of Origin		1988	1989 	1990 	1991 	Average Annual Growth Rate 1988-91  (%)
United Stat	es					(10)
Quantity Value		12 899 1 113	26 105 2 092	41 090 3 228	43 816 2 970	50.3 38.7
Spain Quantity Value	(No.) (\$000)	169 22	174 25	114 14	135 17	-7.2 -8.8
Brazil Quantity Value	(No.) (\$000)	- -	- -	- -	41	0.0
Italy Quantity Value	(No.) (\$000)	46 2	23	48 5	2 0	-64.8 -57.0
Other Quantity Value	(No.) (\$000)	5 1	41 5	-	<del>-</del> -	720.0 622.4
Total Quantity Value	(No.) (\$000)	13 119 1 138	26 343 2 123	41 252 3 247	43 994 2 992	49.7 38.0

# II. CANADIAN IMPORTS (Cont'd)

## MARKET SHARES BY MAJOR COUNTRY OF ORIGIN

Country		•		
of Origin	1988	1989	1990	1991
	%	%	%	. %
United States				
Quantity	98.3	99.1	99.6	99.6
Value	97.8	98.5	99.4	99.3
Spain				
Quantity	1.3	0.7	0.3	0.3
Value	2.0	1.2	0.4	0.6
Brazil	•			
Quantity	•	-	-	0.1
Value	• •	-	-	0.2
Italy				
Quantity	0.4	0.1	0.1	0.0
· Value	0.2	0.1	·0.2	0.0
<b>Other</b>				
Quantity	0.0	0.2	0.0	0.0
Value	0.1	0.2	0.0	0.0
_				
Total				
Quantity	100.0	100.0	100.0	100.0
Value	100.0	100.0	100.0	100.0

# II. CANADIAN IMPORTS (Cont'd)

# AVERAGE UNIT PRICES BY MAJOR COUNTRY OF ORIGIN (\$ PER No.)

Country of Origin	1988	1989 	1990	1991
United States	86	80	79	68
Spain	131	146	125	125
Brazil	-	-	-	117
Italy	53	57	105	97
Other	140	124	-	-
All Countries	87	81	 79	68

(H.S. 7324.29.90.20)

#### III. CANADIAN SHIPMENTS

Statistics Canada reports that there were at least two Canadian manufacturers of porcelain enamelled steel bath-tubs. Due to confidentiality, shipments are not available.

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

Statistics Canada
Industry Division
Survey of Manufactures Section
Ottawa, Ontario
K1A OT6
Tel.: (613) 951-3523

Source: Catalogue #41-251, annual, "Fabricated Metal Products Industries".

#### IV. CANADIAN EXPORTS BY MAJOR COUNTRY OF DESTINATION

# BATH-TUBS, IRON OR STEEL, NOT ELSEWHERE SPECIFIED (H.S. 7324.29)

	1989		·	1990			1991	
Country	Quantity (No.)	<u>Value</u> (\$000)	Country	Quantity (No.)	<u>Value</u> (\$000)	Country	Quantity (No.)	<u>Value</u> (\$000)
U.S.	2 608	68	U.S.	1 926	122	USSR	182	24
Singapore	8	60	Japan	300	68	U.S.	58	4
Bermuda	327	32	S. Korea	86	21	France	7	4
St. Pierre & Miquelon	115	16	St. Pierre & Miquelon	10	6	St. Pierre & Miquelon	k 6	2
Japan	6	25	Bermuda	28	4	Japan	3	2
			Montserrat	14	2	Venezuela	6	1
Others			Others	**	-	Others		-
TOTAL	3 064	179		2 364	223		262	37

Note: 1. The unit of measure for quantity is Number.

2. Major countries in descending order based upon value.

Source: Statistics Canada.

(H.S. 7324.29.90.20)

#### V. CANADIAN IMPORTERS - 1990

There were 31 known importers of porcelain enamelled steel bath-tubs in 1990. The principal 15 importers accounted for 97 per cent of the total import value.

Principal <u>Importers</u> (No.)	Cumulative Value (\$000)	Cumulative % of Total Value	
3	1 893	58	
6	2 482	76	
10	2 909	90	
15	3 139	97	
All Importers (31)	3 247	100	

The principal importers of porcelain enamelled steel bath-tubs 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.

Name	Address	<u>Name</u>	<u>Address</u>
American Standard Div. of Wabco Standard Ltd.	Toronto, Ont.	Emco Supply Ltd.	Weston, Ont. Ottawa, Ont.
Armco Agencies Inc.	Etobicoke, Ont.	Fiat Products Ltd.	Winnipeg, Man.
Bath Plus Inc.	Downsview, Ont.	Home Hardware Stores Ltd.	St. Jacobs, Ont.
Beauty Ware Plumbing		Marchands Unis Incorporé	Québec, Qué.
Products Inc.	Tampa, FL, USA*	Pauls Plumbing & Heating	
Beaver Lumber Company Ltd.	Mississauga, Ont.	Supplies Company Ltd.	Laval, Qué.
Briggs Industries Inc.	Tampa, FL, USA*	Quantum Agencies Ltd.	Cobourg, Ont.
D H Howden & Co. Limited	London, Ont.	Raymond Lépine Inc.	St-Léonard, Qué.
Delta Faucet Canada		Universal Supply Company Ltd.	Vancouver, B.C.
A Div. of Emco Ltd.	London, Ont.	Westburne Industrial Enterprises	
Doraco Inc.	Montréal, Qué.	Ltd.	Montréal, Qué.
Eastern Farm Machinery Limited	Guelph, Ont.	Westcott Agencies Ltd.	Winnipeg, Man.

<sup>\*</sup> Non resident importer.

(H.S. 7324.29.90.20)

#### VI. FOREIGN EXPORTERS TO CANADA - 1990

Major exporters to Canada of porcelain enamelled steel bath-tubs are listed by major country of origin in descending order of dollar value. These exporters accounted for 96 per cent of the total value of Canadian imports during 1990.

Country of Origin	Name of Foreign Exporter		Value of Exports to Canada 1990 (\$000)
United States	Eljer Plumbing Ware		1 659
	Beautyware Plumbing Products.		659
•	Briggs Industries		425
	Crane Plumbing Inc. Bootz Plumbingware Co. American Standard	)	372*
TOTAL	·		3 115

<sup>\*</sup> Aggregated to preserve confidentiality of Canadian importers.

(H.S. 7324.29.90.20)

#### 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.

#### Bath-tubs, Porcelain Enamelled Steel

Name

Address

American Standard, Div. of Wabco Standard Trane Inc.

Cambridge, Ont.

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 OH5

Tel.: (613) 954-5031 Telex: 053-4123

Fax.: (613) 954-1894

(H.S. 7324.29.90.20)

## VII. CANADIAN SUPPLIERS (Cont'd)

#### CANADIAN TRADE INDEX

Companies are arranged in alphabetical order.

#### Baths, Enamelled, Steel

#### <u>Name</u>

**Address** 

American-Standard,
Div. of Wabco-Standard Trane Inc.
Crane Canada Inc.
Watercolour Bath Products Inc.

Toronto, Ont. Montréal, Qué. Mississauga, Ont.

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

(H.S. 7324.29.90.20)

#### **VIII. CANADIAN AND FOREIGN TARIFFS**

Porcelain enamelled steel bath-tubs included in this report are dutiable under the following Canadian tariff item:

		Tarif	Tariff Treatment - 1992		
,		Most			
		Favoured	General	United	
Tariff		Nation	Preferential	States	
<u>ltem</u>	Description of Goods	<u>Tariff</u>	<u>Tariff</u>	<u>Tariff</u>	
7324.29.90	Other, baths	11.3%	5%	6.7%	

### TARIFF ARRANGEMENTS AND FOREIGN COUNTRIES OF EXPORT

Exporting countries which qualify for the Most Favoured Nation tariff treatment: Spain and Italy.

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

#### IX. UNITED STATES' IMPORTS

BATHS, IRON OR STEEL, OTHER (H.S. 7324.29)

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

BY MAJOR COUNTRY OF ORIGIN				Average Annual	
Country of Origin	1988	1989	1990	1991	Growth Rate 1989-91
Taiwan Quantity (000 No.)	N/A	1 561	1 385	1 613	(%) 1.7
Value (\$000) Sweden	N/A	2 619	1 807	2 632	0.3
Quantity (000 No.) Value (\$000) Republic of Korea	N/A	3	7	3	-9.5
	N/A	625	670	582	-3.6
Quantity (000 No.)	N/A	69	47	21	-44.3
Value (\$000)	N/A	329	248	278	-8.0
Fed. Rep. of Germany Quantity (000 No.) Value (\$000)	N/A	9	14	4	-34.6
	N/A	432	1 029	148	-41.4
Thailand Quantity (000 No.) Value (\$000)	N/A	-	10	94	835.7
	N/A	-	9	91	921.0
Australia Quantity (000 No.) Value (\$000)	N/A N/A	-	0 5	1 59	2 402.1 1 152.8
United Kingdom Quantity (000 No.) Value (\$000)	N/A	-	0	0	70.4
	N/A	-	4	43	1 043.3
Argentina Quantity (000 No.) Value (\$000)	N/A	0	-	1	46.9
	N/A	4	-	31	174.4
Mexico Quantity (000 No.) Value (\$000) Canada	N/A N/A	16 46	77 111	14 25	-6.1 -27.0
Quantity (000 No.) Value (\$000) Other	N/A	14	2	0	-93.5
	N/A	382	123	3	-90.8
Quantity (000 No.)	N/A	46	19	4	-70.9
Value (\$000)	N/A	475	187	46	-68.9
Total Quantity (000 No.) Value (\$000)	N/A N/A	1 719 4 913	1 560 4 193	1 755 3 940	1.1

Ranked in descending order by 1991 value. Canada ranked 14 overall. N/A - Data not available for this year.

### IX. UNITED STATES' IMPORTS (Cont'd)

BATHS, IRON OR STEEL, OTHER (H.S. 7324.29)

#### MARKET SHARES BY MAJOR COUNTRY OF ORIGIN

Country of Origin	1988	1989	1990	1991
~~~~~~~~~~~			1550	1551
I	%	%	%	%
Taiwan				
Quantity	N/A	90.9	88.8	91.9
Value	N/A	53.3	43.1	66.8
Sweden	AL /A	0.0	0 4	0.0
Quantity	N/A	0.2	0.4	0.2
Value	N/A	12.7	16.0	14.8
Republic of Korea	NI / A	4.0	3.0	1.2
Quantity Value	N/A N/A	6.7	5.9	7.1
Fed. Rep. of Germany	N/A	. 0.7	5.5	/.1
Quantity	N/A	0.5	0.9	0.2
Value	N/A N/A	8.8	24.5	3.8
Thailand .	N/A		24.5	5.0
Quantity	N/A	_	0.6	5.4
Value	N/A	_	0.2	2.3
Australia	119 71		0.2	
Quantity	N/A	-	0.0	0.1
Value	N/A	-	0.1	1.5
United Kingdom	,			
Quantity	N/A	-	0.0	0.0
Value	N/A	-	0.1	1.1
Argentina	,		•	
Quantity	N/A	0.0	_	0.0
Value	N/A	0.1	-	0.8
Mexico	,			
Quantity	N/A	0.9	4.9	0.8
Value	N/A	0.9	2.7	0.6
Canada				
Quantity	N/A	0.8	0.1	0.0
Value	N/A	7.8	2.9	0.1
Other		- <b>-</b>		
Quantity	N/A	2.7	1.2	0.2
Value	N/A	9.7	4.5	1.2
Total				
Quantity	· N/A	100.0	100.0	1 <b>0</b> 0.0
<b>Value</b>	N/A	100.0	100.0	100.0
				•

Ranked in descending order by 1991 value. Canada ranked 14 overall. N/A - Data not available for this year.

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

dISTCovery 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 dISTCovery to promote their unique product or process for licensing internationally.

dISTCovery 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.



OR

#### FOR MORE INFORMATION PLEASE CONTACT:

Market Intelligence and Technology Opportunities Service Services to Business Branch Industry, Science and Technology Canada 235 Queen Street Ottawa, Ontario K1A 0H5

Tel.: (613) 954-4970 Fax.: (613) 954-5463

Fabricated Materials and Construction Products Directorate Materials Branch Industry, Science and Technology Canada 235 Queen Street Ottawa, Ontario

K1A 0H5 Tel.: (613) 954-3726 Fax.: (613) 954-1894

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# QUÉBEC ONTARIO MANITOBA ISTC ISTC 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

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

ISTC 8th Floor 330 Portage Avenue P.O. Box 981 Winnipeg, Man. R3C 2V2

Tel.: (204) 983-ISTC Fax.: (204) 983-2187

#### **SASKATCHEWAN**

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