

HF  
3221  
.A1  
C3  
no.113-87



# IMPORT PROFILE

## Investment Opportunities

ELECTRICAL HEATING CABLE, IN BULK

Pub. No.: 113-87    November 1987



Government  
of Canada

Gouvernement  
du Canada

Regional Industrial  
Expansion

Expansion industrielle  
régionale

Canada

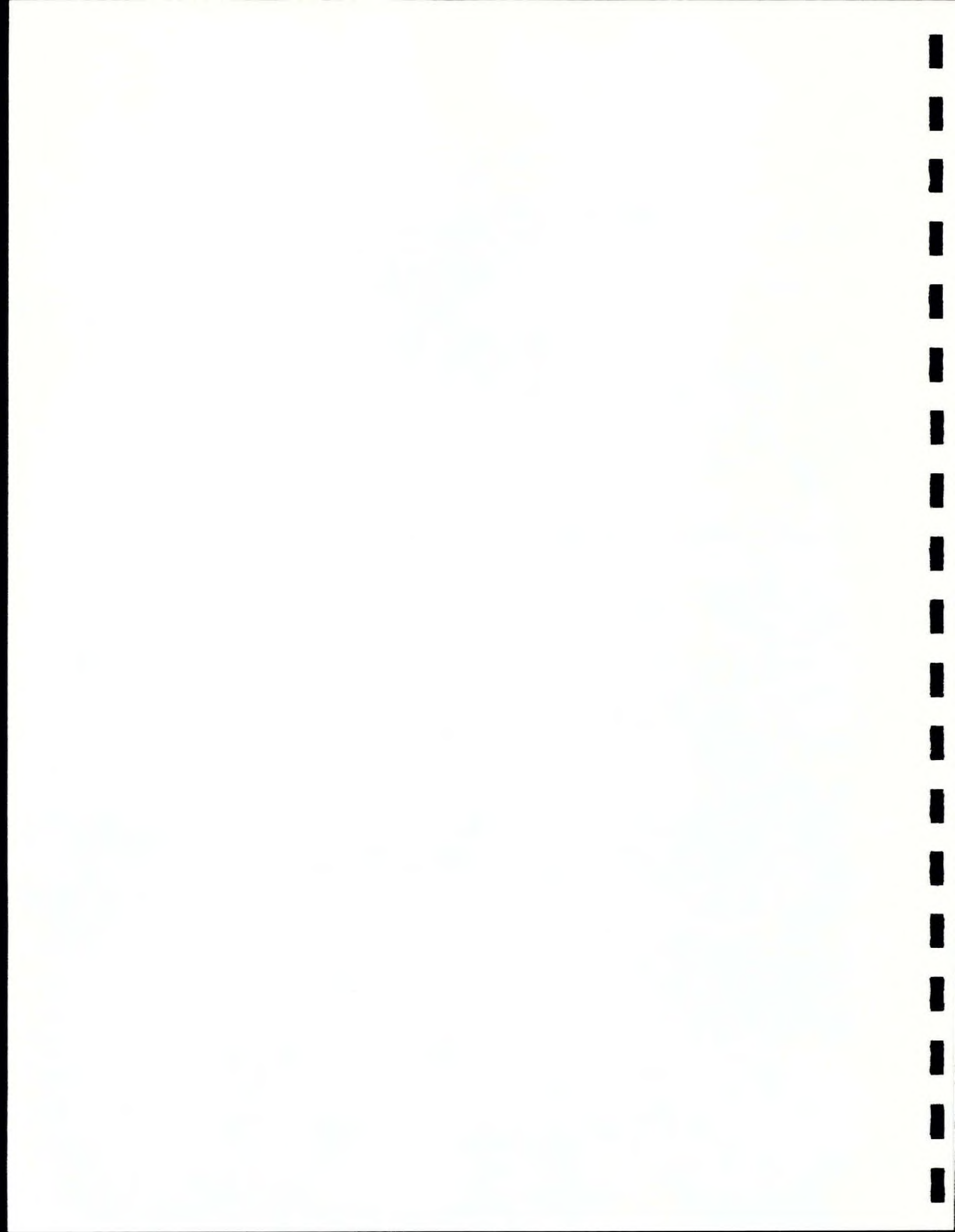
DEPARTMENT OF REGIONAL  
INDUSTRIAL EXPANSION  
LIBRARY

FEB 23 1988

BIBLIOTHEQUE  
MINISTERE DE L'EXPANSION  
INDUSTRIELLE REGIONALE

ELECTRICAL HEATING CABLE, IN BULK

Pub. No.: 113-87    November 1987



ELECTRICAL HEATING CABLE, IN BULK

INTRODUCTION

This report is part of a continuing series designed to increase business awareness of the potential existing for production in Canada.

CANADIAN IMPORTS

Import data is given on subsequent pages for the following product:

<u>Description</u>	<u>Commodity Code</u>	<u>TOTAL IMPORTS</u>	
		<u>1986</u>	<u>January - June 1987</u>
<u>(C\$ million)</u>			
Electrical Heating Cable, in Bulk	469-75-33	3.3	0.7

Lists of Canadian importers and foreign exporters to Canada are given in Appendices A and B, respectively.

CANADIAN PRODUCTION

There are five known manufacturers of electric heating cable in Canada. Shipments from Canadian plants are currently estimated at \$9 to 10 million. The apparent domestic market is estimated at about \$12 million.

CANADIAN EXPORTS

Statistics Canada does not publish data on the exports of electrical heating cable, in bulk. They are included in the export class insulated wire and cable which totalled \$156.4 million in 1986. This class includes battery, duplex, heating, insulated, and radiant heating cable. It also includes insulated electrical conductors, insulated copper, enameled, loomex and magnetic wire.

MARKET SUMMARY

The cold Canadian climate provides many opportunities for the application of heat trace cables in residential, commercial/institutional and industrial settings. The applications vary from industrial process heating to ice melting on roofs and traffic ramps. As industrialization and the increased use of electricity progresses so does the use of heat trace cables.

Currently imports are placed at about \$3 million per year, 76 per cent from the United States and 23 per cent from the United Kingdom. The imports from the United States are both by distributors and by manufacturers filling out their product lines or bringing in partially manufactured cable for completion in Canada, while imports from the United Kingdom are mainly by distributors. Canadian exports of heating cable are not directly quantifiable but are believed to be relatively low. Shipments from Canadian plants are currently placed at \$9 to \$10 million giving an apparent domestic market of about \$12 million. Imports have increased about 7 per cent since 1982.

MARKET SUMMARY (CONT'D)

There are five known manufacturers of heating cables in Canada located in Ontario and Québec. Two of these produce a line of mineral insulated cables. The product distribution channels vary somewhat depending on the market emphasis, with direct sales and agents being used industrially, distributors where sales emphasis is in the commercial/institutional sector and occasionally through major retailing chains.

Production of mineral insulated cables is somewhat specialized requiring an appreciation of metallurgical properties and some specialized apparatus. Other types of heating cables use the conventional extrusion of plastic insulant over conductors approach with an added step of winding a fine resistance wire around the insulated conductors and periodically fastening it to them before the final covering is applied. Radically new production technologies are not foreseen at this time, nor are products to replace this particular localized heating function.

The current tariff level for imports of insulated wire and cable from the United States is 10.2 per cent. Under free trade with the United States this tariff would disappear, probably over a 10 year period. This would slowly open the Canadian market to United States manufacturers who do not have Canadian affiliates or subsidiaries.

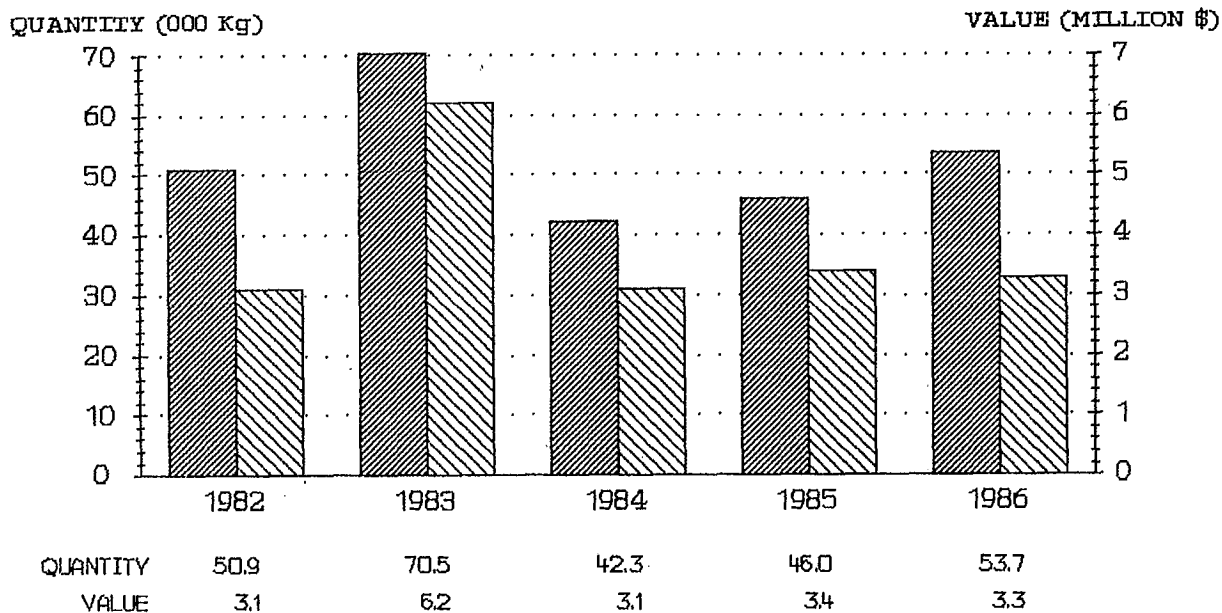
Additional import investigation work is needed to specifically identify the larger volume items so that attention may be focussed on them. The \$3 million per year level of imports should contain good opportunities for volume manufacture in Canada.

IMPORT DATA

# IMPORT FACT SHEET

ELECTRICAL HEATING CABLE, IN BULK - Commodity Code 469-75-33

## IMPORT TRENDS



### IMPORTS BY MAJOR FOREIGN COUNTRY OF EXPORT

FOREIGN COUNTRY OF EXPORT	1982	1983	1984	1985	1986	AVERAGE ANNUAL GROWTH RATE 1982-86 %
UNITED STATES						
QUANTITY [Kg]	50433	69941	40082	37987	42094	-4
VALUE [C\$000]	3047	8131	2941	2919	2481	-5
UNITED KINGDOM						
QUANTITY [Kg]	439	340	2024	7827	9671	117
VALUE [C\$000]	9	11	118	510	759	203
JAPAN						
QUANTITY [Kg]	0	0	0	0	1924	N/A
VALUE [C\$000]	0	0	0	0	22	N/A
GERMANY, FED. REP.						
QUANTITY [Kg]	0	104	0	188	5	N/A
VALUE [C\$000]	0	3	0	1	0	N/A
OTHER						
QUANTITY [Kg]	0	90	216	0	0	N/A
VALUE [C\$000]	0	5	12	0	0	N/A
<b>TOTAL</b>						
QUANTITY [Kg]	50871	70475	42322	46002	53693	1
VALUE [C\$000]	3056	8150	3071	3431	3261	2

N/A - NOT APPLICABLE

ELECTRICAL HEATING CABLE, IN BULK - COMMOOITY CODE 489-75-33

IMPORT MARKET SHARES

FOREIGN COUNTRY OF EXPORT	1982	1983	1984	1985	1986
	%	%	%	%	%
UNITED STATES					
QUANTITY	99.1	99.2	94.7	82.6	78.4
VALUE	99.7	99.7	95.8	85.1	78.1
UNITED KINGDOM					
QUANTITY	0.9	0.5	4.8	17.0	18.0
VALUE	0.3	0.2	3.8	14.9	23.3
JAPAN					
QUANTITY	0.0	0.0	0.0	0.0	3.8
VALUE	0.0	0.0	0.0	0.0	0.7
GERMANY, FED. REP.					
QUANTITY	0.0	0.1	0.0	0.4	.0
VALUE	0.0	.0	0.0	.0	0.0
OTHER					
QUANTITY	0.0	0.1	0.5	0.0	0.0
VALUE	0.0	0.1	0.4	0.0	0.0
TOTAL					
QUANTITY	100.0	100.0	100.0	100.0	100.0
VALUE	100.0	100.0	100.0	100.0	100.0

UNIT PRICES [C\$]

FOREIGN COUNTRY OF EXPORT	1982	1983	1984	1985	1986
UNITED STATES	60.42	67.88	73.37	78.84	58.94
UNITED KINGDOM	20.50	32.35	58.30	65.16	78.48
JAPAN	N/A	N/A	N/A	N/A	11.43
GERMANY, FED. REP.	N/A	28.85	N/A	5.32	0.00
OTHER	N/A	55.58	55.58	N/A	N/A
TOTAL	60.07	67.28	72.58	74.58	60.73

N/A - NOT APPLICABLE



ELECTRICAL HEATING CABLE, IN BULK - COMMODITY CODE 489-75-33  
 =====

CURRENT DATA  
 \*\*\*\*\*

IMPORTS BY MAJOR FOREIGN COUNTRY OF EXPORT - JAN. TO JUNE  
 -----

FOREIGN COUNTRY OF EXPORT	1988	1987	PER CENT CHANGE
			%
UNITED STATES			
QUANTITY (Kg)	10655	13395	26
VALUE (C\$000)	888	584	-15
UNITED KINGDOM			
QUANTITY (Kg)	5283	1774	-66
VALUE (C\$000)	342	88	-74
JAPAN			
QUANTITY (Kg)	1924	0	-100
VALUE (C\$000)	22	0	-100
GERMANY, FED. REP.			
QUANTITY (Kg)	0	0	N/A
VALUE (C\$000)	0	0	N/A
OTHER			
QUANTITY (Kg)	0	142	N/A
VALUE (C\$000)	0	3	N/A
TOTAL			
QUANTITY (Kg)	17863	15311	-14
VALUE (C\$000)	1051	875	-38

N/A - NOT APPLICABLE

CANADIAN IMPORTERS

The principal 15 importers of electrical heating cable, in bulk accounted for 97 per cent of the total import value during 1986.

<u>Principal Importers</u> (No.)	<u>Cumulative Value</u> (C\$000)	<u>Per Cent of Total Value</u>
5	2 977	91
10	3 101	95
15	3 171	97
All Importers	3 261	100

Importers of electrical heating cable, in bulk during 1986, are listed below in alphabetical order. This list includes all importers except individuals and a minimal number of importers whose names were not available.

<u>Name</u>	<u>Address</u>	<u>Name</u>	<u>Address</u>
A R Thomson Ltd.	Delta, B.C.	Intek Entreprises Ltd.	Edmonton, Alta.
Alltemp Products Company Ltd.	Pickering, Ont.	Pyrotanax of Canada Limited	Trenton, Ont.
Anixter Canada Inc.	Lachine, Qué.	Raychem Canada Ltd.	Mississauga, Ont.
Brewmaster Systems Ltd.	Vancouver, B.C.	Raytheon Canada Ltd.	Waterloo, Ont.
C A E Electronics Ltd.	St-Laurent, Qué.	Roschmann & Schmid (Canada) Inc.	Aurora, Ont.
Canadair Ltd.	St-Laurent, Qué.	S F Marketing Inc.	St-Laurent, Qué.
Clark Door of Canada Limited	Markham, Ont.	Shinon Inc.	Toronto, Ont.
D G M, Dominion General Manufacturing Ltd.	Rexdale, Ont.	Temro Automotive Division, Budd Canada Inc.	Winnipeg, Man.
Develcon Electronics Ltd.	Saskatoon, Sask.	Thermon Canada Limited	London, Ont.
DGB Assemblies Limited	Rexdale, Ont.	W Carsen & Company Limited	Don Mills, Ont.
Dupont Canada Inc.	Mississauga, Ont.	Westburne Industrial Entreprises Ltd.	Montréal, Qué.
E B Horsman & Son (1974) Ltd.	Vancouver, B.C.	Woodhead Canada Ltd.	Mississauga, Ont.
Emco Limited	London, Ont.	Yarway Canada Ltd.	Guelph, Ont.
G R Kelly Ltd.	Winnipeg, Man.		
H & K Manufacturing Ltd.	Cobourg, Ont.		
Horsman Controls Inc.	Vancouver, B.C.		
Indema Limited	Hyde Park, Ont.		

FOREIGN EXPORTERS TO CANADA

Major exporters to Canada of electrical heating cable, in bulk, are listed in descending order of dollar value. These exporters accounted for 92 per cent of the total value of \$3.3 million in 1986.

<u>Name</u>	<u>Address</u>	<u>Value of Imports</u> <u>(\$000)</u>
Raychem Corporation	Melno Park, CA, U.S.A. }	1 953*
Rayfast Ltd.	Swindon, U.K. }	
Nelson Electric	Windsor Locks, CT, U.S.A. Tulsa, OK, U.S.A.	580
Valquip Corporation	Philadelphia, PA, U.S.A. }	468*
Thermon Manufacturing Co., Indeco Division	San Marcos, TX, U.S.A. }	

\* Aggregated to preserve confidentiality of Canadian importers.

FOR MORE INFORMATION PLEASE CONTACT:

Market Information and Analysis Division  
Market Development Branch  
Department of Regional Industrial Expansion  
235 Queen Street  
Ottawa, Ontario  
K1A 0H5  
Tel: (613) 954-4970

OR

Electrical Equipment Division  
Electrical and Energy Equipment Directorate  
Surface Transportation and Machinery Branch  
Department of Regional Industrial Expansion  
235 Queen Street  
Ottawa, Ontario  
K1A 0H5  
Tel: (613) 954-3257

REFERENCE SOURCES

Department of Regional Industrial Expansion  
Statistics Canada  
Revenue Canada

ENQUIRIES CONCERNING 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) 954-6919

EXPLANATORY NOTES

Valuation

Imports are generally recorded at the values established for customs duty purposes according to the provisions of the Customs Act. Customs values are identical to selling prices for most transactions between non-affiliated companies, but customs values exceed selling prices for many transactions between affiliated companies. All values are reported in Canadian dollars and do not include duty.

Average Growth Rate

Growth rates are calculated on the basis of annual compounding.

Rounding

Figures may not add due to rounding.

