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# Canadian Market Opportunities— Import Profile



Government  
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Regional Industrial  
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Expansion industrielle  
régionale

Canada

**METAL PARTS FOR LOOSE-LEAF BINDERS**

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Department of Regional Industrial Expansion

**REFERENCE SOURCES**

Department of Regional Industrial Expansion

Statistics Canada

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Supply and Services Canada

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OR

The nearest DRIE Regional Office.  
These offices are listed on page 8  
of this publication

**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 firms, but customs values exceed selling prices for many transactions between affiliated firms. 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.

CANADIAN MARKET OPPORTUNITIES - IMPORT PROFILE

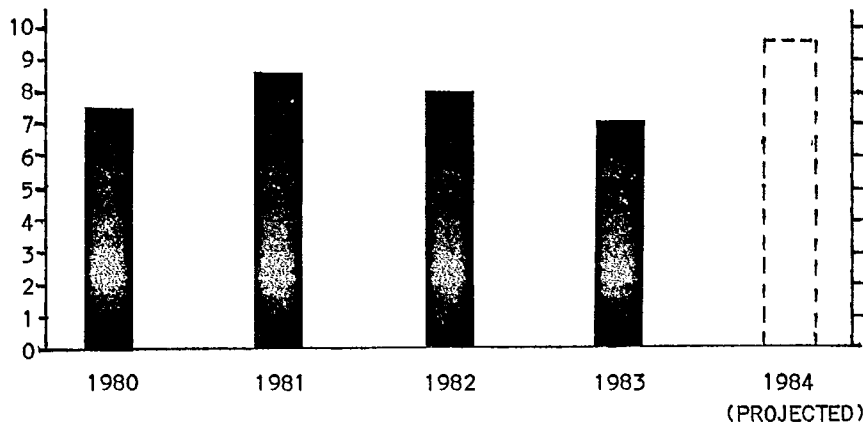
METAL PARTS FOR LOOSE-LEAF BINDERS

INTRODUCTION

This report is one of a continuing series designed to increase business awareness of the enormous potential existing in the Canadian marketplace for domestic production and to stimulate Canadian business to explore further potential market opportunities in Canada. It is important to emphasize that this report does not attempt any assessment as to the feasibility of manufacturing or competing in a particular market and should be treated as an indicator or starting point for the manufacturer or entrepreneur.

A - IMPORT TRENDS  
OF  
METAL PARTS FOR LOOSE-LEAF BINDERS

VALUE (MILLION \$)



VALUE	7.6	8.7	8.1	7.1	9.6
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From 1980 to 1983 imports of metal parts for loose-leaf binders decreased at an average annual rate of 2 per cent in terms of dollar value.

**B - IMPORTS BY MAJOR FOREIGN COUNTRY OF EXPORT**  
(BASED ON 1983 FIGURES)

FOREIGN COUNTRY OF EXPORT	1980	1981	1982	1983	AVERAGE	PER CENT CHANGE	10-MONTH IMPORTS	
					ANNUAL GROWTH RATE 1980-83		1982-83	JAN. TO OCT. 1983
					%	%		
<b>UNITED KINGDOM</b> VALUE (\$000)	2 772	3 413	2 930	2 440	-4	-17	2 118	2 304
<b>UNITED STATES</b> VALUE (\$000)	2 729	2 817	2 498	1 817	-13	-27	1 366	1 801
<b>HONG KONG</b> VALUE (\$000)	205	468	870	850	61	-2	737	1 590
<b>SINGAPORE</b> VALUE (\$000)	162	558	334	827	72	148	676	1 003
<b>JAPAN</b> VALUE (\$000)	784	521	727	582	-9	-20	482	660
<b>OTHER</b> VALUE (\$000)	922	935	752	627	-12	-17	545	676
<b>TOTAL</b> VALUE (\$000)	7 573	8 712	8 110	7 144	-2	-12	5 924	8 034

During 1983 the total value of imports was \$7.1 million, a decrease of 12 per cent from 1982. The value of imports increased by approximately 36 per cent for the first 10 months of 1984 compared to the first 10 months of 1983. The United Kingdom and the United States have consistently been the major exporters to Canada, accounting for 34 per cent and 25 per cent respectively of the value in 1983.

In recent years imports from the Pacific countries have shown large increases. These countries accounted for 32 per cent of total imports in 1983 compared to 15 per cent in 1980.

**C - IMPORT MARKET CONCENTRATION**  
(BY % OF TOTAL 1983 VALUE)

<u>TOP 5 IMPORTERS</u>	<u>TOP 10 IMPORTERS</u>	<u>TOP 15 IMPORTERS</u>	<u>TOP 25 IMPORTERS</u>
72	87	92	96

The five major importers accounted for 72 per cent of the total imports for 1983. Three of these were identified as manufacturers of loose-leaf binders, accounting for 62 per cent of the import total. All five companies are located in Ontario.

**D - TYPE AND LOCATION OF MAJOR IMPORTERS - 1983**

	<u>MANUFACTURERS</u>		<u>WHOLESALEERS</u>		<u>OTHER</u>		<u>TOTAL</u>	
	<u>NO. OF IMPORTERS</u>	<u>VALUE (\$000)</u>	<u>NO. OF IMPORTERS</u>	<u>VALUE (\$000)</u>	<u>NO. OF IMPORTERS</u>	<u>VALUE (\$000)</u>	<u>NO. OF IMPORTERS</u>	<u>VALUE (\$000)</u>
Ontario	11	5 082	7	1 347	-	-	18	6 429
Quebec	5	353	-	-	-	-	5	353
Western Provinces	-	-	-	-	1	85	1	85
Atlantic Provinces	-	-	-	-	-	-	-	-
<b>TOTAL</b>	<b>16</b>	<b>5 435</b>	<b>7</b>	<b>1 347</b>	<b>1</b>	<b>85</b>	<b>24</b>	<b>6 867</b>
Value by % of 1983 Total		76%		19%		1%		96%

There were approximately 83 importers of metal parts for loose-leaf binders in 1983. The major 24 importers accounted for 96 per cent or \$6.9 million of the total imports. Of these importers 16 were identified as manufacturers with their total imports representing 76 per cent of the import total. The majority of these manufacturers were located in Ontario and were identified as being manufacturers of loose-leaf binders and miscellaneous plastic products.

**E - CANADIAN PRODUCTION**

No data are available on Canadian production of metal parts for loose-leaf binders. However, Statistics Canada reports Canadian shipments of binders of all kinds were valued at \$54.6 million in 1982, the latest year for which information is available. There is at least one manufacturer of metal parts for loose-leaf binders in Canada, located in Ontario.

**F - EXPORTS**

As Canadian production is limited, exports are minimal. Separate export data for either loose-leaf binders or their parts are not available.

G - CANADIAN TARIFFS, 1984

TARIFF ITEM	DESCRIPTION	BY % OF TOTAL VALUE (1983)	TARIFF TREATMENT				U.K. AND IRELAND
			BRITISH(1) PREFER- ENTIAL TARIFF	MOST FAVOURED NATION TARIFF	GENERAL TARIFF	GENERAL PREFER- ENTIAL TARIFF	
36205-01	Metal parts, electroplated, for loose-leaf binders	94	9.7	9.7	45	6	9.7
	01/01/85			9.1			
	01/01/86			8.6			
	01/01/87			8.0			
44650-01	Metal parts, unplated, for use in the manufacture of loose- leaf binder metals (temporary tariff item)	3	Free	7.5	35	Free	7.5
	30/06/85						

(1) Excludes U.K. and Ireland

Tariff Arrangements and Foreign Countries of Export:

MOST FAVOURED NATION: UNITED STATES, JAPAN

MOST FAVOURED NATION OR U.K. AND IRELAND: UNITED KINGDOM

\*MOST FAVOURED NATION OR GENERAL PREFERENTIAL: HONG KONG

\*MOST FAVOURED NATION OR GENERAL PREFERENTIAL OR BRITISH PREFERENTIAL: SINGAPORE

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) 996-9474

\*NOTE: In order to qualify for General Preferential Tariff treatment a special certificate of origin is required.

#### H - FEDERAL GOVERNMENT PROCUREMENTS

The Department of Supply and Services reports that federal government purchases of loose-leaf binders for the period April 1983 to March 1984 amounted to \$946 965, and for the period April to September 1984 amounted to \$455 026. No separate data are available for purchases of metal parts for loose-leaf binders.

#### I - MARKET SUMMARY

Generally, the Canadian market appears to be relatively stable with moderate growth in real terms. Canada's foreign suppliers, in terms of percentage of market share, have remained consistent over the past five years with the U.K. and U.S. dominant. In the recent past, there has been some increased and new penetration into the Canadian market by Japan, Hong Kong and Singapore.

The metal assemblies are high volume, low value products. There are about 250 different variations of binder assembly as well as numerous lengths, and ring size gradation from  $\frac{1}{2}$ " to 3".

The high cost of plant and tooling to produce the full range of binder assemblies for the relatively small Canadian market has deterred investment in a competitive world scale facility in Canada. However, there may be a potential market for the manufacture of high value, low volume special assemblies which, with possible export markets, might justify a small manufacturing operation.



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