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# MARKET INTELLIGENCE

## IMPORT ANALYSIS

VINYL COATED POLYESTER FABRICS  
(FOR GARDEN FURNITURE)

OCTOBER, NOVEMBER AND DECEMBER 1987

Pub. No.: 88021-PM May 1989



Industry, Science and  
Technology Canada

Industrie, Sciences et  
Technologie Canada

Canada

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EXPLANATORY NOTES

Method

The data shown in this analysis are extracted from Revenue Canada Customs documents. These documents provide a description of the products, names of importers, exporters, quantities, dollar values, unit prices, countries of origin, provinces of entry, tariff applications and rates of exchange.

The information presented in this report is more detailed than that generally available from Statistics Canada or other publications. Data which might reveal information about individual importers are aggregated.

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.

REFERENCE SOURCES

Industry, Science and Technology Canada  
Statistics Canada  
Revenue Canada

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

OR

Textiles Division  
Service Industries and Consumer  
Goods Branch  
Industry, Science and Technology  
Canada  
235 Queen Street  
Ottawa, Ontario  
K1A 0H5  
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TABLE OF CONTENTS

	<u>PAGE</u>
I. INTRODUCTION AND SCOPE	5
II. IMPORT TRENDS	5
III. ANALYSIS OF IMPORTS	6
 <u>APPENDICES</u>	
A IMPORTS OF VINYL COATED POLYESTER FABRICS FOR GARDEN FURNITURE BY DENSITY	8
B IMPORTS OF VINYL COATED POLYESTER FABRICS FOR GARDEN FURNITURE BY PROVINCE OF CONSIGNEE	8
C CANADIAN IMPORTERS	9
D FOREIGN EXPORTERS TO CANADA	10
E CANADIAN SUPPLIERS	11
F CANADIAN AND FOREIGN TARIFFS	13

IMPORT ANALYSIS

VINYL COATED POLYESTER FABRICS  
(FOR GARDEN FURNITURE)

I. INTRODUCTION AND SCOPE

This Import Analysis is one of a series prepared in order to assist businesses and other organizations in their market research of specific products. The detailed import 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 an import analysis is developed in close consultation with the client, and is tailored to meet those 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 analysis of imports of vinyl coated polyester fabrics used exclusively for the manufacture of garden furniture is based on a detailed examination of Revenue Canada Customs imports documents for the period October to December 1987. The following Canadian International Trade Classification (C.I.T.C.) import commodity code was analysed:

387-09-89 Vinyl Coated Fabric, Man-made Fiber and Blends, Not Elsewhere Specified

The above mentioned C.I.T.C. code includes vinyl coated fabrics for uses other than for the manufacture of garden furniture. Total imports of all fabrics for this code, for the period of analysis (October, November and December, 1987) amounted to \$5.3 million. Of this total, \$1.5 million or 28 per cent was described as vinyl coated polyester fabric for the use in the manufacture of garden furniture, as reported in this analysis.

II. IMPORT TRENDS

Vinyl coated polyester fabrics used exclusively for the manufacture of garden furniture were normally imported into Canada under a specific Canada Customs Tariff item namely 57406-01. Total imports into Canada under this tariff item increased 7 per cent in terms of value from 1986 to 1987. Complete yearly statistics for Tariff item 57406-01, prior to 1986, are not available. For a detailed description and rates of duty, see Appendix F.

IMPORTS OF VINYL COATED POLYESTER FABRICS  
FOR GARDEN FURNITURE  
TARIFF ITEM 57406-01  
JANUARY TO DECEMBER

<u>1986</u> <u>(\$000)</u>	<u>1987</u> <u>(\$000)</u>	<u>Change 1986-1987</u> <u>(%)</u>
5 064	5 441	7

III. ANALYSIS OF IMPORTS

During the months of October, November and December 1987, imports of vinyl coated polyester fabrics for garden furniture, as analysed in this report, totalled 612 000 square meters for a value of \$1.5 million.

Vinyl coated polyester fabrics used in the manufacture of garden furniture ranged from \$4.27 to \$6.41 per kilogram. (For further details, refer to Appendix A.)

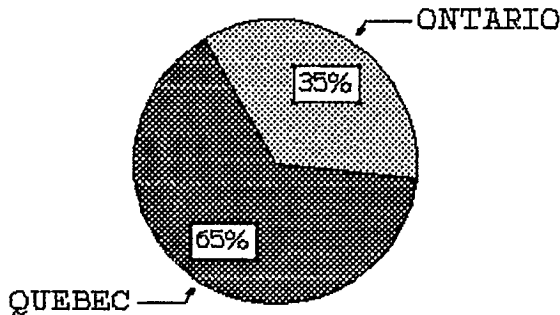
SUMMARY OF IMPORTS  
OCTOBER, NOVEMBER AND DECEMBER 1987

<u>Density</u> (g/m <sup>2</sup> )	<u>Quantity</u>		<u>Value</u> (\$000)	<u>Average</u> <u>Unit Price</u> (\$/kg)
	(m <sup>2</sup> ) (000)	(kg) (000)		
417 to 476	353.8	156.1	838.6	5.37
485 to 626	<u>258.0</u>	<u>132.5</u>	<u>656.9</u>	<u>4.96</u>
	611.8	288.6	1 495.5	5.18

All imports originated from the United States.

Québec was the major province to which imports of vinyl coated polyester fabrics for garden furniture were consigned, accounting for \$973 000 or 65 per cent of the total dollar value. Ontario accounted for the remaining \$522 000 or 35 per cent. (For further details, refer to Appendix B.)

PROVINCE OF CONSIGNEE



100% = \$1.5 MILLION

IMPORT MARKET CONCENTRATION  
OCTOBER, NOVEMBER AND DECEMBER 1987

There were 19 known consignees/importers of vinyl coated polyester fabrics for garden furniture during the months October, November and December 1987. The principal three consignees/importers accounted for \$639 000 or 43 per cent of the total value of imports. All consignees/importers are listed in alphabetical order in Appendix C.

<u>Principal Consignees/Importers</u> (By Value)	<u>Cumulative Value</u> (\$000)	<u>Cumulative % of Total Value</u>
3	639	43
6	1 029	69
10	1 293	86
All Consignees/ Importers (19)	1 495	100

APPENDIX A

IMPORTS OF VINYL COATED POLYESTER FABRICS  
FOR GARDEN FURNITURE, BY GRAMS PER SQUARE METER  
OCTOBER, NOVEMBER AND DECEMBER 1987

<u>DENSITY</u> (g/m <sup>2</sup> )	<u>QUANTITY</u>		<u>VALUE</u> (\$)	<u>AVERAGE UNIT PRICE</u> (\$/kg)
	(m <sup>2</sup> )	(kg)		
417	46 846	19 525	112 067	5.74
427	92 785	39 313	199 944	5.09
439	90 817	39 919	213 789	5.36
457	57 763	26 380	153 745	5.83
464	20 892	9 698	48 507	5.00
476	44 663	21 253	110 540	5.20
485	52 034	25 256	107 933	4.27
493	67 892	33 490	161 543	4.82
508	78 982	40 144	195 465	4.87
522	27 571	14 399	75 405	5.24
586	13 539	7 940	50 906	6.41
626	<u>17 963</u>	<u>11 248</u>	<u>65 616</u>	<u>5.83</u>
TOTAL	611 747	288 565	1 495 460	5.18

APPENDIX B

IMPORTS OF VINYL COATED POLYESTER FABRICS  
FOR GARDEN FURNITURE, BY PROVINCE OF CONSIGNEE  
OCTOBER, NOVEMBER AND DECEMBER 1987

<u>PROVINCE OF CONSIGNEE</u>	<u>QUANTITY</u>		<u>VALUE</u> (\$)	<u>% OF TOTAL VALUE</u>
	(m <sup>2</sup> )	(kg.)		
Québec	398 030	182 880	973 539	65
Ontario	<u>213 717</u>	<u>105 686</u>	<u>521 921</u>	<u>35</u>
	611 747	288 565	1 495 460	100



CANADIAN IMPORTERS

Consignees or importers of vinyl coated polyester fabrics for garden furniture during the months October, November and December 1987, as indicated in this report, 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>
Barrie Corp.	Laval, Qué.
Cana-Foam Products Ltd.	Agincourt, Ont.
Chatham Fabrics Ltd.	Thamesville, Ont.
Entreprises Fermat Inc.	Longueuil, Qué.
Foam and Industries Ltd.	Richmond Hill, Ont.
Gracious Living, KAM Sales Agencies	Boisbriand, Qué.
	Markham, Ont.
Groupe Citadelle Trans-Canada Inc.	Boucherville, Qué.
Heidt Metal Product Ltd.	Waterloo, Ont.
Industries Amisco Ltée	L'Islet, Qué.
Industries Gradek Ltée	St-Eustache, Qué.
Lawn Furniture Canada Inc.	Montréal, Qué.
Modern Redwood Products Ltd.	Beamsville, Ont.
Produits Cushion Ease Inc.	Montréal, Qué.
Produits de Patio Rainbow Canada Inc.	L'Acadie, Qué.
Rubbermaid Canada Inc.	Mississauga, Ont.
Seaway Plastics Ltd.	Lachine, Qué.
Thomas, J.E. Specialties Ltd.	Lindsay, Ont.
Tye-Sil Corp.	Montréal, Qué.
Western Tarpaulin and Textiles Ltd.	Rexdale, Ont.

FOREIGN EXPORTERS TO CANADA

There were a total of five exporters to Canada of vinyl coated polyester fabrics for garden furniture during the months October, November and December 1987. They are listed below in descending order of dollar value.

<u>Name</u>	<u>Address</u>		<u>Value of Imports</u> <u>(\$000)</u>
Phifer International Inc.	Tuscaloosa, AL	United States	752
Twitchell, Div. of Ludlow Co.	Dothan, AL	United States	460
West Point Pepperell	Valley, AL	United States	105
New Elberton Mills Inc.	Elberton, GA	United States	99
I.T. Fabrics Inc.	Abbeville, SC	United States	<u>79</u>
Total			1 495

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 Industry, Science and Technology Canada (ISTC); 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 of Canadian products supplied is as given by the companies.

BOSS

Canadian companies are arranged in alphabetical order within the following Canadian International Trade Classification (C.I.T.C.) commodity code.

387-09-89 Vinyl Coated Fabric, Man-Made Fiber and Blends, Not Elsewhere Specified

<u>Name</u>	<u>Address</u>
Enterprises Beckwith-Bemis Inc.	Sherbrooke, Qué.
* Fell-Fab Products Ltd.	Hamilton, Ont.
Yeadon Fabric Structures Ltd.	Guelph, Ont.

\_\_\_\_\_  
\* Company engaged in export trade

Any enquiries and/or comments regarding the BOSS list should be directed to:

Business Opportunities Sourcing System (ABOS)  
Industry, Science and Technology Canada  
235 Queen Street  
Ottawa, Ontario K1A 0H5  
Tel: (613) 954-5031 - Telex: 053-4123

CANADIAN SUPPLIERS (Cont'd)

CANADIAN TRADE INDEX

Canadian companies are arranged in alphabetical order.

Fabrics, Coated, (Rubber, Synthetics, Neoprene, Vinyl, etc.).

<u>Name</u>	<u>Address</u>
Anchor Packing Division Robco Inc.	Montréal, Qué.
Bay Mills Limited, Bayex Division	St. Catharines, Ont.
* Beckwith-Bemis	Sherbrooke, Qué.
* Canadian General Tower Limited	Cambridge, Ont.
Carrier, Remi Inc.	Montréal, Qué.
* Columbia Finishing Mills Limited	Cornwall, Ont.
Consoltex Canada Inc.	Montréal, Qué.
* FRC Composites Limited	Don Mills, Ont.
Firestone Textiles Company, A Division of Firestone Canada Inc.	Woodstock, Ont.
Morbern Inc.	Cornwall, Ont.
Ontario Rubber, Div. Robco Inc.	Rexdale, Ont.
Polymer International (N.S.) Inc.	Truro, N.S.
Stedfast Inc.	Granby, Qué.
* Stewart Group Ltd., The	Markham, Ont.
Vintex Inc.	Brampton, Ont.
Woodward, F.E., & Sons Limited	Lachine, Qué.

\* Indicates firms 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

CANADIAN AND FOREIGN TARIFFS

Vinyl coated polyester fabrics for garden furniture included in this analysis were dutiable under the following most commonly applied tariff item.

Tariff Item	Description	1987 Tariff Treatment				
		British Prefer- ential Tariff %	Most Favoured Nation Tariff %	General Tariff %	General Prefer- ential Tariff %	U.K. and Ireland %
57406-01	Open weave fabrics, composed wholly of yarns of polyester fibres or filaments, coated with polyvinyl chloride, or composed wholly of yarns of polyester fibres or filaments which have been extrusion or dip coated with polyvinyl chloride, for use in the manufacture of garden furniture, including umbrellas and cushions for garden furniture.	Free	Free	50	Free	Free

Tariff Arrangements and Foreign Countries of Export:

Exporting country which qualifies for the Most Favoured Nation tariff treatment: United States

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) 954-7006

Foreign Countries

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