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IMPORT ANALYSIS

Market Research Support

MINERAL ACOUSTICAL CEILING TILES

(JANUARY TO JUNE 1986)

Pub. No: 86014-RR February 1987



Government of Canada

Regional Industrial Expansion

Gouvernement

Expansion industrielle régionale





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EXPLANATORY NOTES

Method:

The data shown in this analysis is 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 is 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

Department of Regional Industrial Expansion Statistics Canada Revenue Canada

FOR MORE INFORMATION PLEASE CONTACT:

Market Information and Analysis Division Market Development Branch Department of Regional Industrial Expansion 235 Queen Street Ottawa, Ontario KIA OH5

Tel: (613) 954-4970

OR

Fabricated Metal And Construction Products Division Resource Processing Industry Branch Department of Regional Industrial Expansion 235 Queen Street Ottawa, Ontario K1A OH5

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OR

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

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IMPORT ANALYSIS

MINERAL ACOUSTICAL CEILING TILES

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 mineral acoustical ceiling tiles is based on a detailed examination of Revenue Canada Customs import documents for the period January to June 1986. Imports classified to the following Canadian International Trade Classification (C.I.T.C.) commodity codes were analyzed:

494-07-10 Mineral acoustical ceiling tiles and panels 494-09-90 Acoustical ceiling tiles and panels, not elsewhere specified (N.E.S.)

During the period of January to June 1986, imports of all types of acoustical ceiling tiles, including mineral, totalled 42 million square feet. The value of these imports was \$13 million.

The analysis <u>excludes</u> imports shipped from Armstrong World Industries Incorporated (Armstrong) of the United States. It also excludes products which were not specifically identified as mineral acoustical ceiling tiles and panels.

II. ANALYSIS OF IMPORTS

With the exception of shipments from Armstrong, imports of <u>mineral</u> acoustical ceiling tiles totalled about 18 million square feet for the period analyzed. The value of these imports was six million dollars. About 14 million square feet, or 78 per cent of the volume of imports, consisted of 5/8 X 24 X 48—inch ceiling tiles. All shipments of mineral acoustical ceiling tiles examined originated in the United States. Ouring the period in question, the value of United States \$1 dollar expressed in Canadian \$1 dollar varied from 1.365 to \$1.44.

IMPORTS OF MINERAL ACOUSTICAL CEILING TILES,

SUMMARY OF IMPORTS - QUANTITY, VALUE AND AVERAGE UNIT PRICE BY SIZE

JANUARY: TO JUNE: 1986"

Size	Quantity	_Value	Average Unit Price
(In.)	(000 Sq. Ft.)	(\$000)	(¢ per Sq. Ft.)
5/8x24x48	14 351	4 368	30
5/8x24x24	704	343	49
3/4x24x24	657	511	78
5/8x24x60	406	137	34
5/8x20x60	349	147	42
Other 3/4) Other 5/8) Total 9/16)*	1 258	605	-
Total 1/2) Not Shown)		***	
Total	17 725	6 111	

^{*} Aggregated to preserve confidentiality

Imports of <u>fire-rated</u> mineral acoustical ceiling tiles amounted to 3 million square feet; or 17 per cent of the volume of imports. The bulk of this category of products were also made up of 5/8 X 24 X 48-inch ceiling tiles (see Appendix A).

Ceiling tiles transported by truck accounted for 15 million square feet, or 83 per cent of the volume of imports. (See Appendix C).

Ontario was the principal province of clearance. It accounted for approximately nine million square feet of imports of ceiling tiles, or 51 per cent of the volume. The other important provinces of clearance were British Columbia, Alberta, Manitoba, and Québec. (See Appendix B for further details by size).

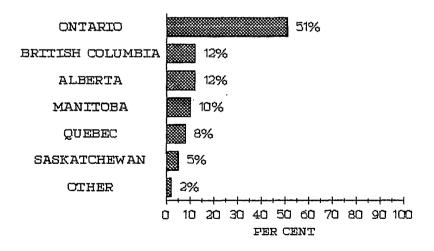
IMPORTS OF MINERAL ACOUSTICAL CEILING TILES

SUMMARY OF IMPORTS - QUANTITY AND VALUE BY PROVINCE OF CONSIGNEE

JANUARY TO JUNE 1986

			<u>% of</u>	<u>Total</u>
Province	Quantity (000 Sq. Ft.)	(\$000)	Quantity	<u>Value</u>
Ontario	9 034	3 053	51	50
British Columbia	2 114	740	12	12
Alberta	2 073	755	12	12
Manitoba	1 760	672	10	11
Québec	1 496	515	8	8
Saskatchewan	819	241	5	4
Newfoundland	164)	60)	0	0
Nova Scotia	143)	46)	2	3
New Brunswick	<u>123</u>)	<u>30</u>)	0	0
Total	17 726	6 112	100	100

PROVINCE OF CONSIGNEE BY QUANTITY



OTHER - Includes Newfoundland, Nova Scotia and New Brunswick

IMPORTS OF MINERAL ACOUSTICAL CEILING TILES - QUANTITY AND VALUE

BY SIZE AND UNIT PRICE RANGE

Size (In:)	Unit Price Range (# Per Sq. Ft.)	<u>Quantity</u> (Sq. Ft.)	<u>Value</u> (\$)	Fire Rated Type (Sq. Ft.)
1/2,.12,.12		·		•
1/2x12x12) 1/2x24x48)**	25 to 30	130 712	36 010	-
9/16x12x12)				
9/16x24x48)*	23 to 71	157 808	40 186 _°	-
5/8x12x12	20 to 90	78 808	50 623	4 992
5/8x20x60	29 to 49	349 369	146 691	-
5/8x24x24	25 to 39	187 072	59 072	98 880
	40 to 49	253 112	112 497	43 000
	50 to 59	123 520	66 504	30 016
	60 and over	<u>140 536</u>	<u>103_966</u>	
		704 240	342 886	171 896
5/8x24x48	21 to 29	9 826 280	2 524 496	533 368
	30 to 34	2 380 837	774 320	1 314 560
	35 to 39	1 106 288	400 694	713 392
	40 to 49	287 596	129 263	143 340
	50 to 69	328 862	180 792	138 240
	70 to 79	280 496	211 751	110 640°
	80 and over	<u>140 770</u>	147 042	42 240
		14 351 129	4 368 358	2 995 780

^{*} Aggregated to preserve confidentiality

IMPORTS OF MINERAL ACOUSTICAL CEILING TILES - QUANTITY AND VALUE

BY SIZE AND UNIT PRICE RANGE (CONTINUED)

Size (In.)	Unit Price Range (⊄ Per Sq. Ft.)	Quantity (Sq. Ft.)	Value (\$)	Fire Rated Type (Sq. Ft.)
(4,,,,	(p-101 5q2 102)	(54- 1 6-)	177	(94 0.)
5/8x24x60	25 to 29	176 880	46 725	_
	30 and over	229_515	90 660	_
		406 395	137 385	
5/8x24x54)				
5/8x27 3/4x27 3/4)*	26 to 92	. 114 747	39 406	15 887
5/8x30x60)				
3/4x12x12	45 to 74	55 752	37 389	<u>-</u>
	75 and over	87 208	92 714	-
		142 960	130 100	
3/4x24x24	35 to 69	182 112	112 794	<u>-</u>
	70 to 89	345 184	267 856	76 384
	90 and over	130 072	130 772	2 400
		657 368	511 422	78 784
3/4x24x48	50 to 69	63 552	41 596	_
	70 and over	44 533	38 748	_
		108 085	80 344	
Not Shown		<u>524 994</u>	228 788	-
Total		17 726 615	6 112 199	3 267 339

^{*} Aggregated to preserve confidentiality

IMPORTS OF MINERAL ACOUSTICAL CEILING TILES - QUANTITY

BY SIZE AND PROVINCE OF CONSIGNEE

JANUARY TO JUNE 1986

Size (In.)	Quantity (Sq. Ft.)	<u>B.C.</u>	ALTA.	SASK.	MAN:_ (-%	ONT. of Quan	<u>QUÉ.</u> ntity-)	N.B.	N.S.	NFLD.
1/2x12x12) 1/2x24x48)*	130 712	0.	_			100	_	_	~	-
9/16x12x12)/ 9/16x24x48)/*	157 808 <i>*</i>		_			97	3	_		-
5/8x12x12	78 8 0 8	15	38	-	8	39	0 .	-		
5/8x20x60	349 369	2	-	-	-	98	Ó	-	-	-
5/8x24x24	704 240	9	10	8	15	55	1		2	-
5/8x24x48 14	4 351 129	13	11	5	10	50	8	1	1	1
5/8x24x60	406 395	4	17	5	16	44	14	-	-	-
5/8x24x54) 5/8x27 3/4x27 3/4)* 5/8x30x60)	114 747	3	20	-mi	4	47	26	-	-	-
3/4x12x12	142 960	8	8	0	26	57	-		•	-
3/4x24x24	657 368	4	28	0	16	37	15		_	-
3/4x24x48	108 085	22	-	1	8	66	-	-	-	3
Not Shown	524 994	<u>19</u>	_26	3	5	29	<u>16</u>	-		2
Total 1	7 726 615	12	12	5	10	51	8	0	2	0

^{*} Aggregated to preserve confidentiality

IMPORTS OF MINERAL ACOUSTICAL CEILING TILES - SHIPPED BY TRUCK - QUANTITY

BY SIZE AND PROVINCE OF CONSIGNEE

Size (In.)	Quantity (Sq. Ft.)	<u>B.C.</u>	ALTA.	SASK.	MAN. (-% o	<u>ONT.</u> f Quanti	<u>QUÉ.</u> ty-)	N.B.	<u>N.S.</u>	NFLD.
1/2x12x12) 1/2x24x48)*	130 712	*	. -	-	-	100	-	-	-	-
9/16x12x12) 9/16x24x48)*	157 808	-	-	-	-	97	3		-	
5/8x12x12	58 360	17	31	****	11	41	0	_	-	
5/8x20x60	349 369	2	-	-	_	98	0	_	-	
5/8x24x24	602 104	2	7	10	13	64	1	-	3	-
	2 388 210	7	7	5	11	57	10	1	1	1
5/8x24x60	319 255	1	8	6	22	45	18	-	-	-
5/8x24x54) 5/8x27 3/4x27 3/4)* 5/8x30x60)	91 247	3	-		5	59	33	-	_	-
3/4x12x12	139 760	6	8	0	27	59	_	-	_	_
3/4x24x24	611 064	3	25	0	16	40	16		_	_
3/4x24x48	108 085	22	-	1	8	66	-	-	_	3
Not Shown	349_429		10	5	6	44	25			3
Total 1	5 3 0 5 403	6	7	5	11	58	10	0	3	0

^{*} Aggregated to preserve confidentiality

IMPORTS OF MINERAL ACOUSTICAL CEILING TILES 4 QUANTITY AND VALUE

BY TARIFF ITEM

JANUARY TO JUNE 1986

Tariff items applicable to imports of mineral acoustical ceiling tiles, during the period analyzed, are listed below in descending order of volume of imports (see Appendix H for individual tariff item applications.)

Tariff Item	Quantity (Sq. Ft.)	%:of:Total <u>Quantity</u>	<u>Value</u> (\$)	% of Total Value
19200–5	15 140 624	85	5 072 490	83
19200-1	2 303 383	13	793 810	13
71100-1	282 608	2	245 899	4
Total	17 726 615	100	6 112 199	100

IMPORTS OF MINERAL ACOUSTICAL CEILING TILES

IMPORT MARKET CONCENTRATION

A. <u>Canada-Wide</u>	Quantity				
	(Sq. Ft.)	(%)			
Top three Consignees	5 638 695	32			
Top six Consignees	7 9 50 758	45			
All Consignees	17 726 615	100			

B. By Region of Consignee	Consignees West of Ontario	Consignees in Ontario	Consignees East of Ontario
	(Sq. Ft.) (%)	(Sq. Ft.) (%)	(Sq. Ft.) (%)
Top three Consignees in each region	2 609 766 39	4 731 441 52	668 640 35
Top six Consignees in each region	3 984 960 59	6 026 712 67	1 058 121 55
All Consignees in each region	6 766 887 100	9 034 267 100	1 925 461 100

[&]quot;Top Consignees" are the largest importers of ceiling tiles.

APPENDIX F

CANADIAN IMPORTERS

Importers of mineral acoustical ceiling tiles during the period January to June 1986, 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.

Name	<u>Address</u>	Name	Address
ABCA Contracting Ltd.	Richmond, B.C.	Central Lumber Co. Ltd.	Downsview, Ont.
Acoustique Gaétan Gaudet Ltée.	Montréal, Qué.	Chroma Marketing Ltd.	Burlington, B.C.
Advance Acoustics Ltd.	Winnipeg, Man.	Coastal Drywall and Acoustic	
Afton Systems Ltd.	Richmond, B.C.	Supply Co.	Dartmouth, N.S.
Arnold Manufacturing Ltd.	Windsor, Ont.	Coastal Equipment Agencies Ltd.	Dartmouth, N.S.
Ascot Acoustics Ltd.	Vancouver, B.C.	Cweco Canada Ltd.	Rexdale, Ont.
Atco Ind. N.A. Ltd.	Calgary, Alta.	D and M Building Supplies Ltd.	Milliken, Ont.
B.C. Acoustical		Dons Building Supplies Ltd.	Lethbridge, Alta.
Specialties Ltd.	Vancouver, B.C.	Drexel Co.	Burnaby, B.C.
Beaver Lumber Co. Ltd.	Thunder Bay, Ont.		Regina, Sask.
	Winnipeg, Man.	F and H Warehousing Ltd.	Calgary, Alta.
Benardi Building Supplies Ltd.	Weston, Ont.	F. Drexel Co.	Burnaby, B.C.
Browne, Frank Acoustics			Regina, Sask.
(1975) Ltd.	Kelowna, B.C.	Florida Drywall Co. Ltd.	Downsview, Ont.
Builders Supplies Ltd.	Brampton, Ont.	Fox—Richardson Ltd.	Rexdale, Ont.
•••	Scarborough, Ont.	G.R.H. Ventures Ltd.	Winnipeg, Man.
Builders Warehouse Inc.	Orleans, Ont.	Hembruff and Dambrowitz Ltd.	Matheson, Ont.
Building Products of		Hilco Walls and Ceiling Ltd.	Regina, Sask.
Canada Ltd.	Pont Rouge, Qué.	I.B. Acoustics Ltd.	Vancouver, B.C.
CNG Distribution Ltd.	St. Johns, Nfld.	Intercon Acoustics Ltd.	Edmonton, Alta.
	Calgary, Alta.	Interior Building Supplies	
Camico Ltd.	Toronto, Ont.	Co. Ltd.	Windsor, Ont.
Canadian Gypsum Co. Ltd.	Toronto, Ont.	Kenroc Building Materials	
	Laval des Rapides,	Co. Ltd.	Calgary, Alta.
	Qué. Winnipeg, Man.	Labbe-Leech Interiors Ltd.	Saskatoon, Sask. Edmonton, Alta.
	Regina, Sask.	Lansing Bldg. Supply Ltd.	Scarborough, Ont.
	Burnaby, B.C.	Lou's Drywall, 407404 Ont. Ltd.	Woodridge, Ont.
Capro Ceilings and Interiors	burnaby, b.c.	MacDonald, J.A. Ltd.	London, Ont.
Supply Ltd.	Ottawa, Ont.	Malec Building Products Ltd.	Windsor, Ont.
Carrière et Lefèvre (1978) Ltée	Laval des Rapides, Qué.	Manugypse Inc. Matériaux de Construction	Ste. Foy, Qué.
Cartwright Builders Supply Ltd.	North Bay, Ont.	Lacroix Inc.	St. Laurent, Qué.
Cashway Building Centre,	-	McPhail, R.W. Drywall Ltd.	New Market, Ont.
Div. of Corporate Mgt.		Métal R.L. Ltée.	Montréal, Qué.
Co. Ltd.	Sudbury, Ont.	Nor-Ont. Supply Ltd.	Thunder Bay, Ont.

Name

Oakdale Drywall Co. Ltd. Pacific West Systems Supply Panorama Building Systems Ltd. Peacock Drywall Ltd. Phillips, D. Acoustic Services Ltd. Rigney Building Supplies Ltd. Roy's Drywall Supplies Ltd. Royal Acoustics and Assoc. Ltd. Soundtex Interiors Ltd. Tad Distributors Ltd. Tempo Building Supply Ltd. Timor Marts Ltd. Total Distributors Ltd. VFB Acoustics Ltd. Val Royal Ltée Vinroc Gypsum Supply (B.C.) Ltd.

· <u>Address</u>

Toronto, Ont.
Burnaby, B.C.
Burnaby, B.C.
Belleville, Ont.
Winnipeg, Man.
Kingston, Ont.

Winnipeg, Man.
Kingston, Ont.
Dieppe, N.B.
Markham, Ont.
Calgary, Alta.
Burnaby, B.C.
Burnaby, B.C.
Burnaby, B.C.
N. Vancouver, B.C.
Richmond, B.C.
Montréal, Qué.

New Westminster, B.C.

Name

Weldwood of Canada Ltd.

Western Ceiling and Interiors Ltd. Winroc Gypsum Supply (B.C.) Ltd. Wood Cogger Ltd. Woollatt Building

Materials Inc.

<u>Address</u>

Québec, Qué. London, Ont. Ottawa, Ont. Sudbury, Ont. Winnipeg, Man. Edmonton, Alta.

Calgary, Alta.

New Westminster, B.C. Regina, Sask.

London, Ont.

FOREIGN EXPORTERS#TO CANADA

Major exporters to Canada of mineral acoustical ceiling tiles, during the period of January to June 1986, shown in this report, are listed in descending order of dollar value. These exporters accounted for six million dollars, or 99 per cent of the value of imports analyzed.

Name .	<u>Address</u>	Value of Imports (\$000)
U.S.G. Acoustical Products Co.	Cloquet, MN, USA Greenville, MS, USA	4 200
Celotex Corporation	L'Anse, MI, USA	1 583 a
Emert and Zednik Co. Inc. Ceiling and Interior Systems Supply Inc.	Portland, OR, USA) Seattle, WA, USA))	147*
Acoustical Distributor, Inc. Turner Brooks Inc. Drexel Contracting Inc. D and G Acoustical Products Co.	Mt. Clements, MI, USA) Madison Heights, MI, USA) Redmond, WA, USA) Greenville, MS, USA)	111*
		6 041

^{*} Aggregated in order to preserve confidentiality

CANADIAN AND FOREIGN TARIFFS

Imports of mineral acoustical ceiling tiles covered in this analysis were dutiable under the following most commonly applied tariff items.

	Description	% of Total	TARIFF TREATMENT				
Tariff <u>Item</u>		Import Value Jan. to June (1986)	British Prefer- ential Tariff	Most Favoured Nation Tariff	General Tariff %	General Prefer- ential Tariff	U.K. and Ireland
192001	Tarred paper and prepared roofings (including shingles), tiles and lapanels for ceilings, fibreboard, sheathing and insulation, a factured wholly or in part of vegitibres, n.o.p.; blotting paper, no printed nor illustrated: Other than the following on and after January 1, 196	ay-in straw- manu- etable ot . 13	9.9 9.2	9.9 9.2	35 35	Free Free	9.9 9.2
19200-5	Tiles and lay-in panels, other the hardboard, for ceilings, n.o.p on and after January 1, 19	83	9.9 9.2	9 .9 9.2	35 35	6.5 6	9.9 9.2
71100-1	All goods not enumerated in this schedule as subject to any other rate of duty, and not otherwise declared free of duty, and not being goods the importation where of is by law prohibited	4	11.1 10.2	11.1 10.2	25 25	7 6.5	11.1 10.2

N.O.P. - Not otherwise provided for

Tariff Arrangements and Foreign Countries of Export:

COUNTRY WHICH BENEFITS FROM THE MOST FAVOURED NATION TARIFF TREATMENT: THE UNITED STATES.

CANADIAN AND FOREIGN TARIFFS

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 OL5

TEL: (613) 996-6595

Foreign Countries

Enquiries concerning tariffs and other government trade regulations in foreign countries should be directed to:

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Prince Edward Island
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Confederation Court Mall
134 Kent Street, Suite 400
Charlottetown, Prince Edward Island
C1A 7M8
Tel: (902) 566-7400

Nova Scotia P.O. Box 940, Station M 1496 Lower Water Street Halifax, Nova Scotia B3J 2V9 Tel: (902) 426-2018

New Brunswick P.O. Box 1210 Assumption Place 770 Main Street Moncton, New Brunswick E1C 8P9 Tel: (506) 857-6400

Québec C. P. 247 Tour de la Bourse 800, Place Victoria, Bureau 3800 Montréal (Québec) H4Z 1E8 Tel: (514) 283-8185

Ontario P.O. Box 98 1 First Canadian Place, Suite 4840 Toronto, Ontario M5X 1B1 Tel: (416) 365-3737 Manitoba P.O. Box 981 330 Portage Avenue Room 608 Winnipeg, Manitoba R3C 2V2 Tel: (204) 949-4090

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