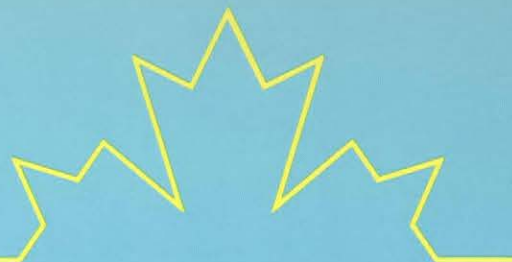


HF
3221
.I4
no.
88008-
PM



IMPORT ANALYSIS

Market Research Support

ELEVATOR GUIDE RAILS

JANUARY TO DECEMBER 1987

Pub. No.: 88008-PM June 1988



Government
of Canada

Regional Industrial
Expansion

Gouvernement
du Canada

Expansion industrielle
régionale

Canada

I.D. 2703

DEPARTMENT OF REGIONAL
INDUSTRIAL EXPANSION
LIBRARY

SEP 10 1988

BIBLIOTHEQUE
MINISTERE DE L'EXPANSION
INDUSTRIELLE REGIONALE

ELEVATOR GUIDE RAILS

JANUARY TO DECEMBER 1987

Pub. No.: 88008-PM June 1988

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
K1A 0H5
Tel: (613) 954-4970

OR

Iron and Steel Division
Metals and Minerals Directorate
Department of Regional Industrial
Expansion
235 Queen Street
Ottawa, Ontario
K1A 0H5
Tel: (613) 954-3120

OR

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

TABLE OF CONTENTS

	<u>PAGE</u>
I. INTRODUCTION AND SCOPE	4
II. ANALYSIS OF IMPORTS	5
III. CANADIAN PRODUCTION	6
 <u>APPENDICES</u>	
A CANADIAN IMPORTERS	7
B FOREIGN EXPORTERS TO CANADA	7
C CANADIAN AND FOREIGN TARIFFS	8

IMPORT ANALYSIS

ELEVATOR GUIDE RAILS

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 elevator guide rails is based on a detailed examination of Revenue Canada Customs import documents for the period January to December 1987. Imports classified to the following Canadian International Trade Classification (C.I.T.C.) import commodity code were analysed:

446-80-90 Shapes, Structural, Not Elsewhere Specified, Steel, Fabricated

Total imports for the above mentioned C.I.T.C. import commodity code, as published by Statistics Canada, were \$5.7 million for the year 1987. However, elevator guide rails, as analysed in this report, are only one of many products classified to this code. Examples of other products, which are not included in this analysis are: steel fabricated window sections, steel tees and zeos, (drilled and punched).

II. ANALYSIS OF IMPORTS

During the period January to December 1987, imports of elevator guide rails, as analysed in this report, totalled 2 007 imperial tons, valued at \$2.0 million.

IMPORTS OF ELEVATOR GUIDE RAILS
BY WEIGHT AND SIZE
JANUARY TO DECEMBER 1987

<u>Weight</u> <u>Per Foot</u> <u>(Lb.)</u>	<u>Size</u>		<u>Quantity</u> <u>(Imp. Tons)</u>	<u>Value</u> <u>(\$000)</u>	<u>Average</u> <u>Unit Price</u> <u>(\$ per Imp. Ton)</u>
	<u>Tee Depth</u> <u>(Inches)</u>	<u>Flange Width</u> <u>(Inches)</u>			
8	2 7/16	3 1/2	322	308	957
12	3 1/2	5	752	713	948
15	3 1/2	5	273	254	930
18.5	4 1/4	5 1/2)	76	78	1 026
22.5	4	5 1/2)*			
Not known	Not known	Not known	<u>584</u>	<u>661</u>	<u>1 132</u>
Grand Total			2 007	2 014	1 003

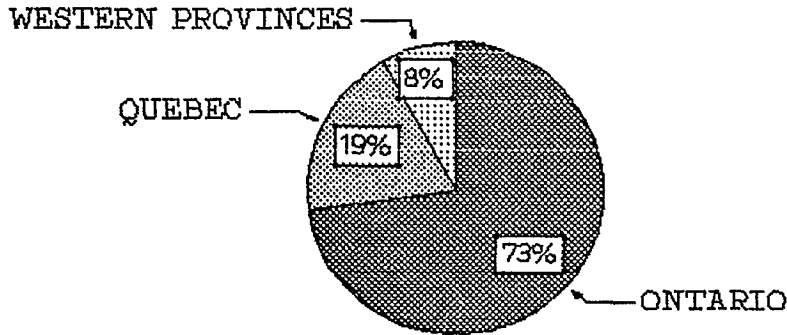
* Aggregated to preserve confidentiality of Canadian importers.

The most prominent type of elevator guide rails were those having weights of 12 and 15 pounds per foot, with a tee depth of 3 1/2 inches and a flange width of 5 inches. They accounted for \$967 000 or 48 per cent of the total value. A number of shipments, comprising 33 per cent, did not show weight per foot or size. The average unit price was slightly above \$1 000 per imperial ton.

The majority of imports of elevator guide rails originated from Western European countries. Germany, Spain and The United Kingdom accounted for \$1.8 million or 89 per cent of the total dollar value. The United States and Brazil accounted for the remaining \$223 000. (For further details refer to Appendix B.)

Ontario was the major province of consignee for the imports analysed. It accounted for \$1.5 million or 73 per cent of the total import value, followed by Québec with \$378 000 or 19 per cent. The remaining provinces, in descending order of value were British Columbia, Alberta and Manitoba accounting for \$157 000 or 8 per cent.

PROVINCE OF CONSIGNEE



100% = \$2 MILLION

IMPORTS OF ELEVATOR GUIDE RAILS
IMPORT MARKET CONCENTRATION
JANUARY TO DECEMBER 1987

<u>Principal Consignees/Importers</u>	<u>Cumulative Value (\$000)</u>	<u>Cumulative % of Total Value</u>
3	1 747	87
All Consignees/Importers (7)	2 014	100

There were seven known consignees/importers of elevator guide rails during the period January to December 1987. The principal three consignees/importers accounted for \$1.7 million or 87 per cent of the total dollar value of imports.

All consignees/importers are listed in alphabetical order in Appendix A.

III. CANADIAN PRODUCTION

Elevator guide rails are manufactured in Canada. However, Statistics Canada does not provide separate data on these shipments.

APPENDIX A

CANADIAN IMPORTERS

Consignees/importers of elevator guide rails during the period January to 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>
Canadian Klöckner Ltd. Debro Div. of Premetalco Inc.:	Willowdale, Ont. Brampton, Ont. Dorval, Qué. Mississauga, Ont. Toronto, Ont.
Montgomery-Kone Elevator Co. Ltd. National Concrete Acc. Div. of Premetalco Inc. Northern Elevator Ltd. Otis Canada Inc.:	Burnaby, B.C. Scarborough, Ont. Calgary, Alta. Charlesbourg, Qué. Halifax, N.S. Hamilton, Ont. Montréal, Qué. Ottawa, Ont. Pointe-Claire, Qué. Toronto, Ont. Winnipeg, Man. Montréal, Qué.
Sumitomo Canada Ltd.	

APPENDIX B

FOREIGN EXPORTERS TO CANADA

There were a total of six exporters to Canada of elevator guide rails during 1987. They are listed below in descending order of dollar value.

<u>Name</u>	<u>Address</u>	<u>Value of Imports</u> ((\$000)
Guide Export Ltd.	West Bromwich,	United Kingdom)
S.A. de Vera Savera	Navarra,	Spain)
Klöckner & Co. KG Stahl International	Duisburg,	Fed. Rep. of Germany))* 1 791
Otis Elevator Co.	Bloomington, IN.	United States)
Usimeca-Usina Mecanica Carioca	Rio De Janeiro,	Brazil))* 223
Standard Steel Specialty Co.	Beaver Falls, PA.	United States)
		2 014

* Aggregated to preserve confidentiality of Canadian importers.

CANADIAN AND FOREIGN TARIFFS

Elevator guide rails included in this analysis were dutiable under the following most commonly applied tariff item.

Tariff Item	Description	Tariff Treatment				
		British Preferential Tariff %	Most Favoured Nation Tariff %	General Tariff %	General Preferential Tariff %	U.K. and Ireland %
38705-1	Rails (track) of iron or steel, other than railway rails, further manufactured than hot-rolled, with other sections, arched or not, welded thereto or not	Free	8.0	35	-	8.0

Tariff Arrangements and Foreign Countries of Export:

Exporting countries which qualify for the Most Favoured Nation tariff treatment: Federal Republic of Germany, Spain and the United States

Exporting country which qualifies for the Most Favoured Nation tariff treatment or British Preferential System tariff treatment*: Brazil

Exporting country which qualifies for the Most Favoured Nation tariff treatment or U.K. and Ireland tariff treatment: United Kingdom

* NOTE: In order to qualify for the General System of Preference, a special certificate of origin is required.

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) 954-6930

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

