



## Profile

# St. Stephen Fence ... an industry leader

St. Stephen Fence Ltd. was established in 1983 in St. Stephen, New Brunswick as the wood arm of Eastern International Inc. of Long Island, New York. Eastern International produces a complete line of wholesale fence products from prison to residential fencing. The company's Canadian operation, St. Stephen Fence, is responsible for production of all wood fences and related products.

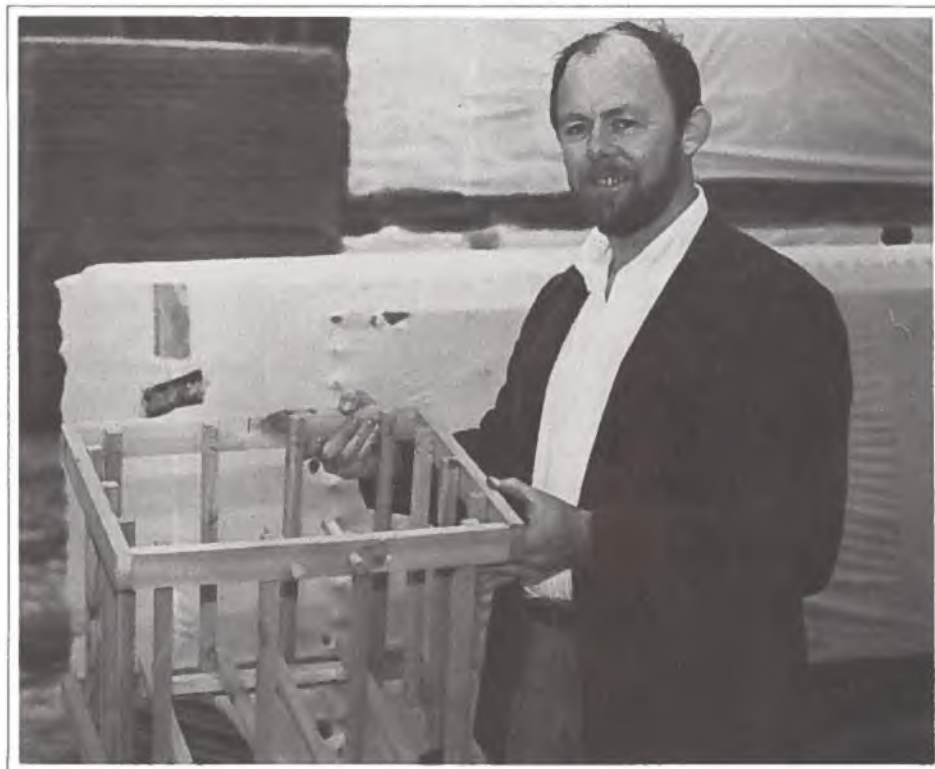
St. Stephen Fence produces custom cedar fences, stockade, and post and rail fence. They also manufacture lawn and garden products such as planter boxes, edging, outside lawn furniture, children's playhouses, forts, and other leisure items.

The company employs 70 people in three New Brunswick locations, two plants in St. Stephen and one in Arthurette, Victoria County.

St. Stephen Fence serves more than 3,000 customers. Ninety per cent of these customers are in the United States while the remainder are in Canada and overseas.

"We aim to provide exceptional service, especially in the area of distribution," says vice president, Stephen Crabbe. "But our overall mission is to spoil our customers with service and quality."

In 1989, St. Stephen Fence underwent an expansion — a new molding plant and finishing mill, which use Swedish technology, along with a new handling system



*St. Stephen Fence produces much more than fences. Pictured here is company vice president, Stephen Crabbe, with a newspaper bundler produced by his company to serve the recycling market. (Photo by: St. Croix Courier)*

which uses Canadian technology. This increased overall production by 40 per cent.

The company has a very effective distribution system. Eastern Wholesale Fence comprises a network of six warehouses in the northeastern United States while Northern Wood Products is the marketing arm which sells to other wholesalers.

Although the company uses

some spruce, 80 per cent of its products are made of cedar, an aromatic wood which is long lasting and weathers to a beautiful color.

"We are always looking for more offshore markets and exploring better technology," says Mr. Crabbe. "But even with the best technology, our main resources are our people. It is our employees who make St. Stephen Fence the leader in the fence business."

# Research expertise channelled into business community

The research laboratories at the University of New Brunswick (UNB) in Fredericton are brimming with knowledge and expertise, and Bill Paterson is helping to bring this expertise out of the labs and into the business community.

Paterson is Director of Contract Research and Development for UNB. Formerly with the New Brunswick Department of Commerce and Technology as Director of Science and Technology, he has been in this new position since late 1989.

"My job is to act as a catalyst between the university and industry," says Paterson. "I contact people in the various industrial sectors, become familiar with the individuals, processes, products and problems, and try to match these problems with appropriate expertise at UNB. It's like looking for marriages between the two."

To find such university/industry matches, Paterson is becoming very familiar with UNB's research capabilities

and technological expertise. He visits labs in various faculties to find out what is being done and who might be available for solving many industries'



*William G. Paterson*

problems.

"It is like applied research and development," says Paterson, "where we take research from the academic environment and make it available for application in the industrial setting."

These industries include forestry, mining, agriculture and aquaculture. Paterson has found that the engineering and forestry faculties are indeed being used by industry to a certain extent; however, he says he's got to find more applications for the expertise of science and arts faculties.

"There is a much heavier emphasis on the use of university resources in applied research on the part of all government levels," says Paterson. "And government funding programs reflect this."

For more information, contact Bill Paterson at (506) 453-3558.

## Canadian manufacturers have opportunity to enhance technology

Industry, Science and Technology Canada (ISTC) has launched a \$8.5 million, 4-year program to enhance the international competitiveness of Canadian industry by stimulating the more effective use of advanced manufacturing technology.

The program, Advanced Manufacturing Technology Application Program (AMTAP), provides contributions to help manufacturers assess the feasibility of upgrading their manufacturing process in areas such as CAD/CAM, robotics, group technology, flexible manufacturing, total quality control and just-in-time manufacturing. AMTAP will solve a common problem for many companies — the lack of internal company resources to evaluate new technologies effectively.

To date, in New Brunswick there are six companies who have been involved in the program which was developed last year. Wayside Industries, Saint John; Arvin Special Machinery Ltd., Chatham; Gilles Bégin Lumber Ltd., Clair; Frank X. LeBlanc Ltd., Dieppe; Canbrands Ltd., Moncton and Season Supply Ltd., Grand Digue have had or are in the process of having N.B. consultants assess the feasibility of upgrading their manufacturing process. ISTC expects at least 20 additional New Brunswick companies to benefit from the program in the 1990-91 fiscal year.

Manufacturers or groups of manufacturers interested in the program are required to submit an application. All applications must be received before December 31, 1992. For additional information call Jean-Guy Bernard, P.Eng., ISTC Moncton at 851-6578.

## **Study complete** **Opportunities** **for trade** **in Caribbean**

A study on trade opportunities in Puerto Rico, Dominican Republic, Trinidad and Tobago has recently been completed and an information session on the results is being planned for the near future.

The study was commissioned by International Trade Centre Moncton on these island state countries to determine the viability of the islands becoming trading partners with New Brunswick.

At the upcoming information session, consultants who performed the study will identify the opportunities available on these Caribbean islands.

Companies interested in exporting to markets outlined in the report are invited to attend the session. For further information please contact the International Trade Centre, Moncton, at (506) 851-6452.

# PRDC continues to expand and diversify

The Peat Research and Development Centre (PRDC) is located in the town of Shippagan in the northeast region of New Brunswick. The Centre is located on the Shippagan campus of the Université de Moncton and is situated in the heart of a rich peat moss producing area of the province.

The Centre was formed in 1983 to fill a need within the peat moss industry in New Brunswick. Specifically, there was a need for lab facilities in which to conduct quality control and routine analysis. There was also a need for scientific information regarding peat moss and peatlands.

Previously, such work was done outside the province. But with the need identified and proposal in hand, founder and current director Dr. Jean-Yves Daigle along with the other promoters were successful in obtaining financial support and establishing the Centre. It began with a staff of two and used Université de Moncton lab facilities in the summertime.

By 1986, it was evident that more facilities and additional staff were needed. The PRDC moved into its current premises of 3,300 square feet of space which is comprised of offices, laboratories and an extensive library.

"The Centre certainly has had a positive effect on the peat industry," says Dr. Daigle. "We are able to offer excellent service to the commercial peat moss industry as well as to government agencies in terms of lab service and research."

The Centre has grown to five employees who operate a well-equipped state-of-the-art laboratory. They work on peat moss analysis, ongoing monitoring and quality control. Researchers are also experimenting with new value-added possibilities for products, as well as troubleshooting methods for the peat process. For example, PRDC researchers have identified a need to correct and upgrade practices and materials of past years.

Over time, it was established that



*The Peat Research and Development Centre boasts a well equipped, state-of-the-art laboratory, where work on peat moss analysis, on-going monitoring and quality control is carried out.*

the necessary equipment couldn't be justified for just the peat moss industry. Therefore it was decided to diversify and expand into the fish industry to fulfill some of their research needs.

For example, PRDC offers lab service and conducts research into assessing the quality of waste water. It analyses fish material and is involved in the evaluation of potential sites for aquaculture.

Another recent development is an experimental program to find a method of composting peat and fish waste, as well as peat and farm animal manure. In addition, the Centre is researching various combinations of peat and fertilizer sources.

The PRDC serves as a major source of information for the peat industry. The Centre has a complete reference library with extensive resources on different aspects and

uses of peat moss.

The Centre is recognized by Agriculture Canada as an accredited laboratory. The PRDC lab can offer analysis services to the fertilizer industry.

The Centre also conducts environmental impact studies and is involved in the overall management of New Brunswick peatlands. When peat bogs are exhausted, the Centre gets involved in researching the potential uses of these sites.

"Our future research and contractual activities will continue in the direction of diversification," says Dr. Daigle. "Through strong research and development, we will increase the value of peat resources in New Brunswick. Our main goal is to find solutions to potential problems before the problems arrive."

# Atlantic Canada Trade, Tourism and Investment Initiative in New England

The government recently announced the launch of an initiative which will assist businesses throughout the Atlantic provinces to expand and diversify their activities in New England.

## Ten New Exporters to Border States Missions scheduled for 1990

Missions from Atlantic Canada will be organized to develop markets in New England in the areas of fish technology, frozen lobsters, under-utilized fish species, environmental services, construction, defense, ocean technology, software and building

materials. As well, External Affairs and International Trade Canada officials are leading 10 New Exporters to Border States missions to New England this year. Two of these missions have already taken place. The remaining eight will be located in Boston and are scheduled to take place from September 1990 to March 1991. These missions will expose over 200 companies from throughout Atlantic Canada to new export markets in New England.

## "Invest in Atlantic Canada" Conference scheduled

Another key focus of the initiative

will be the launch of an "Invest in Atlantic Canada" Conference, to be held in Boston to attract U.S. investors to opportunities in Atlantic Canada.

As a further step in fostering economic expansion and diversification, assistance for the development of Atlantic Canada's tourism potential will be provided through two tourism missions. One of the tourism missions will be led by the International Trade Centre (ITC) in Moncton and the other by the ITC in Charlottetown.

## Canadian Consulate in Boston assists in forging new relationships with U.S.

The initiative represents a new approach to supporting Atlantic Canada companies. By working closely with the Canadian Consulate in Boston, companies will be able to forge new business relationships and explore the promising new markets in New England created by the Free Trade Agreement.

In 1989, Atlantic Canada exports to the U.S. totalled \$4.6 billion. Of that amount, exports to the six New England states were \$2.5 billion.

For more information please contact the ITC in Moncton at (506) 851-6452 or 1-800-332-3801.

## Calendar of Events

Date	Event	Location	Sponsoring Organization	Contact
July 29 - Aug. 4	Wood, Science & Technology Conference	Saint John	SJ Visitor & Convention Bureau	(506) 658-2990
Aug. 16 - 19	University Women's Club National Convention	Moncton	Université de Moncton	(506) 858-4000
Aug. 19 - 25	Dept. of Agriculture Fed./Prov. Conference	Moncton	N.B. Dept. of Agriculture	Suzanne Lafrance (506) 453-2448
Aug. 28-30	Westmorland Horticultural Show	Moncton	Westmorland Horticultural Society	Ian Patterson (506) 387-8522
Sept. 19 - 21	National Pensioners Convention	Moncton		E. Leaman (506) 382-2702
Sept. 27	Annual Meeting	Newcastle	Miramichi Regional Dev. Corp.	Cecilia Mutch (506) 622-7890
Sept. 30 - Oct. 3	Port Days - 1990	Saint John	SJ Visitor & Convention Bureau	(506) 658-2990

### GLOSSARY

GMCC - Greater Moncton Chamber of Commerce

## Results of study available

Results of a study on the Environmental and Safety Protection Equipment Industry in Thailand have recently been released by the Department of External Affairs and International Trade Canada.

Copies of the study are available from the Business Service Centre in Moncton. For more information call (506) 851-6424.

# CD-ROM technology available in Moncton office

CDs do a lot more than play music...in the Business Service Centre in Moncton this technology is being used to provide access to a wealth of business information.

CD-ROM (Compact Disc Read Only Memory) is one of a family of optical/laser technologies currently used for storage and retrieval of massive quantities of information ... 550 megabytes of data on a 4.72" disc ... roughly equivalent to 200 average size books, or 1,500 floppy discs.

The Business Service Centre has recently acquired a CD-ROM player and two CDs. The Wilsondisc Applied Science and Technology data base contains an index to 335 science and technology periodicals, where feature articles, interviews, new product reviews and announcements, information on conferences and much more can be electronically searched in dozens of subject areas.

The second CD is a Statistics Canada Reference disc which contains a complete index to Stats Canada publications. A third CD,

the Canadian Business and Current Affairs disc, will be available in the near future. This disc indexes over 220,000 articles in 200 Canadian business periodicals, 300 popular magazines and ten

newspapers.

The menu-driven process is user friendly. Call the Business Service Centre in Moncton (851-6424) for more information or come in for a demonstration.

## Program facilitates flow of technology to Canada

In today's fiercely competitive global economy, a company's growth and survival depend on its ability to keep up with the pace of technological change. At the same time, the cost of developing the new technology needed to maintain competitiveness continues to rise.

Many companies, especially small and medium-sized enterprises, cannot afford to meet escalating R & D costs. Others lack the in-house expertise needed to undertake specialized or long-term research. They must look outside to supplement their own resources. Since Canada only produces two percent of the world's technology, it is often necessary to look for appropriate technology or knowhow in another country.

The Technology Inflow Program (TIP) is a program designed by External Affairs and International Trade Canada (EAITC) to facilitate the flow of foreign technology into Canada. It helps Canadian companies which cannot fund an extensive R & D effort of their own and are unfamiliar with foreign sources of technology.

TIP helps companies to acquire technology in two ways. First, it offers information and advice on foreign sources and forms of technology through its specialized advisory services. Second, it provides modest financial support to Canadian companies for certain eligible activities related to the acquisition of this foreign technology.

Projects are assessed on their potential to bring in new or unique technology and skills which benefit

the Canadian economy by creating jobs, reducing costs, and increasing profits. They are also judged on the applicant's ability to make use of this technology and to adapt it to Canadian needs.

Most simple projects are approved locally by managers of the National Research Council's (NRC) Industrial Research Assistance Program (IRAP). More complex projects, however, are referred to a special committee in Ottawa.

The IRAP Coordinator in New Brunswick is Robert J. (Bob) Bourdage, located in Fredericton. For more information, call (506) 452-3831.

## Potential for lobster study in Japan

Under the umbrella of Pacific 2000, an initiative organized by External Affairs and International Trade Canada, the government hopes to launch a consumer market study for lobster in Japan.

Once a trade strategy for the Japanese market has been developed by the Atlantic Canadian fish industry, the lobster study will get underway. The study is expected to be conducted sometime during this fiscal year.

To date, many missions, studies and shows have been organized under the Pacific 2000 initiative implemented last year

## Tourism Accommodation grading system now in place

As a result of a successful accommodation grading pilot project undertaken in 1989-90, a full scale grading authority is now in place for the tourism sector in New Brunswick. The New Brunswick Tourism Grading Authority, with an office in Fredericton, is staffed by two full time grading advisors and an office manager. The Authority is affiliated with the Atlantic Canada Grading Authority and will provide a uniform star grade rating system for New Brunswick tourism accommodations. For more information contact Colette Sirols at (506) 458-1995.

# Trade Shows & Buyers' Missions

Information on the following Initiatives of External Affairs and International Trade Canada may be obtained by calling (506) 857-6452 or Zenith 1-800-332-3801.

## FOREST PRODUCTS, EQUIPMENT AND SERVICES

### West Europe

Timber Frame	from	
Housing Study	United Kingdom	October

## AGRICULTURE, FOOD PRODUCTS AND SERVICES

### West Europe

Royal Agricultural Show	United Kingdom	July
Food Pacific	Vancouver	August
Food Products Mission	from United Kingdom	October

Int'l Food Fair	Paris	October
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### United States

Syracuse Solo Food Show	Syracuse	October
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## CONSUMER PRODUCTS

### West Europe

Frankfurt Book Fair '90	Frankfurt	October
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## ADVANCED TECHNOLOGY, PRODUCTS AND SERVICES

### West Europe

Smau '90	Milan	October
Canada Fair '90	Istanbul	October
Systec '90	Munich	October
Telecom 90	Paris	November

### United States

Federal Computer Conference	Washington	September
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## CONSTRUCTION INDUSTRY

### United States

Florida Lumber & Building Materials	Orlando	September
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## DEFENCE PROGRAMS, PRODUCTS AND SERVICES

### United States

AOC 90	Washington	October
Comdef 90	Washington	October

Looking for Trade and Industrial Shows relevant to your firm other than those listed above? The ISTC office has a **DIRECTORY OF WORLD-WIDE AND INDUSTRIAL SHOWS**, with indexes by Subject Areas and by Countries. Telephone (506) 857-6452 or Zenith 1-800-332-3801 to access this information.

## Publications Corner

The following publications are available from the ISTC Business Service Centre in Moncton. Drop in or call 1-506-851-ISTC.

- Canada/Western Europe Trade Fairs 1990-91
- A Business Introduction to Canada-U.S. Free Trade
- ISTC Telephone Guide
- Canadian Aboriginal Economic Development Strategy: Aboriginal Business Development Program
- International Franchising: Information Sources
- Franchising in Canada: Information Sources
- At Your Service: A Guide to Government Programs Relevant to Service Industries
- A Guide to Automotive and Truck Trade Shows in the U.S. 1990

I S T C New Brunswick

ISTC New Brunswick newsletter is published by Industry, Science and Technology Canada.

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# Made in New Brunswick

Companies wishing to take advantage of this feature may do so without charge simply by sending sufficient material on product or service of no more than 50 words and a glossy black and white photograph to "Made In New Brunswick", *ISTC New Brunswick Newsletter, Industry, Science and Technology Canada*, P.O. Box 1210, Moncton, New Brunswick, E1C 8P9. As the newsletter is produced in both official languages, please send material in English and French if it is available.

## Jiffy Products (N.B.) Ltd.



Jiffy Products (N.B.) Ltd. is owned by a Swiss corporation, Jiffy Products International (JPI), which manages Jiffy factories

in New Brunswick, Norway and Denmark as well as related research and sales companies. Jiffy is composed of an international group of companies which produce and market peat moss products used in agriculture, horticulture and forestry. The original Jiffy group was formed in 1943 by two Norwegians but the name Jiffy was not officially used until 1955.

Located in Shippagan, Jiffy Products (N.B.) Ltd. was incorporated in 1975. The first Jiffy peat pots (biodegradable peat containers) were produced at the Canadian factory and sold on the North American market in 1976. In 1983, a new Jiffy-7 pellet plant was constructed adjacent to existing facilities to produce

peat pellets (compressed peat in a permeable mesh).

In 1986, the Jiffy-7 department introduced a 30mm pellet size, specifically designed for forestry. The New Brunswick and Ontario governments use millions of the pellets to promote silviculture. Of all the Jiffy companies, Jiffy (N.B.) Ltd. is the sole factory equipped to manufacture forestry pellets.

From the 25 jobs created in 1975, Jiffy Products (N.B.) Ltd. now employs 80. Jiffy Products (N.B.) Ltd. sales are mostly distributed in the States and Europe. The company sells millions of Jiffy-Pots and Jiffy-7 annually.

**CONTACT:**

Alonzo Dupuis, President  
P.O. Box 360  
Shippagan, New Brunswick  
EOB 2P0  
Tel: (506) 336-2284



Based in Moncton, Allsco Building Supplies, a manufacturer of exterior building products, was founded by Don Lahanky in 1975.

The cornerstone of the business is a vinyl window manufacturing plant. The



company also manufactures exterior steel doors and distributes interior doors and Daymond vinyl residential siding including shutters and gutters.

The family-run business has grown extensively over the years. It employs up to 95 people during its peak period. Recently, Allsco completed a \$1.8 million expansion to generate a technically advanced vinyl window manufacturing facility. The company is planning another expansion for the production of vinyl patio

doors. Allsco has a manufacturing plant, wholesale distribution office and sales office in Moncton and a wholesale distribution office in Dartmouth which accounts for 95,000 sq. ft. of operations.

Allsco sells its product to the dealer network which includes homebuilders, renovators and contractors; there are 500 dealers in the Maritimes.

Allsco is planning to investigate new product lines and possibly move into the New England market in the future.

**CONTACT:**

Gordon Lahanky, Vice-President of Finance  
70 Rideout Street  
Moncton, New Brunswick  
E1E 1E2  
Tel: (506) 853-8080



Located in Sussex, New Brunswick, Dairytown Products Ltd. processes about 40 per cent of New Brunswick's milk supply into high quality creamery butter, cheddar cheese, milk powders, and dairy ingredient mixes.



## Dairytown

*"In the heart of the dairy country!"*

The company is owned by more than 300 dairy farmers and since starting operation in 1984, has generated dairy product sales in excess of \$25 million annually to regional, national and export markets.

Dairytown's staff of 41 is committed to achieving the highest standards for quality, customer service, and processing expertise in the industry. In its first six years of operation, Dairytown has won several national awards for the quality of its dairy products. The company's modern facility provides energy efficient food processing, evaporation and spray drying systems.

By building on its freshness and quality strengths, Dairytown plans to expand its sales of butter and concentrated dairy products into the specialty baking, food service and retail sectors. Dairytown takes great pride in making a successful contribution to the farm community and the New Brunswick economy.

**CONTACT:**

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Tel: (506) 432-1950