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# INDUSTRY '80

## Mold-Masters' techniques in demand around world

Mold-Masters Ltd. Armstrong Avenue, won international acclaim, and director, Jobst Gellert was chosen Man of the Year, in 1977, by the Society of Plastics Industries in Canada.

Here, in their own backyard, little is known about the thriving company, employing engineers, designers, machinists, mold makers, and tool-makers.

Recognition has come to Mold-Masters through the development of a highly refined and technologically advanced hot runner molding system which is incorporated into injection molds which has captured a large slice of the export market.

A chart on the wall shows jobs with companies in Sweden, Belgium, Holland, Germany, Switzerland, United States, Taiwan, Israel, France and Canada. In the export market, the drop in the Canadian dollar has certainly been an asset, said Mr. Gellert.

The patented techniques and components which makes mold making for industry more profitable is in demand all over the world. Patents are not new to this innovative company, where more than 11 patents are registered.

The components for the injection molds, can be applied to any mold and can produce anything as long as it is plastic. Their system cuts waste, an accepted cost factor until now and speeds up the whole process.

Mold-Masters is concentrating more and more on supplying the mold making industry, with their specialized techniques and components.

Representatives of the company, where team work is the theme, attend all major trade shows, and feel that's where the contacts are made that drum up international trade for the company and for Canada.

Mr. Gellert said, "Getting the business is no problem, but getting reliable workers is much more difficult." He stated he is always on the lookout for steady hard-working people.

While most of the employees are highly skilled, he said they will train intelligent people who are really interested. He stresses he has to stay competitive in the world market, and has to cover costs of research, which put the company in the forefront. The emphasis on research is shown by the fact the ratio of engineering to production personnel is one to one.

Mr. Gellert claims the apprenticeship system in Canada is not working, and cited an example of a guidance teacher who did not know what a mold maker is. He describes the occupation as "one of the last remaining creative artists in industry." He points out in Europe a mold-maker is highly regarded.

The company is also custom mold makers and molders of their own products. Among some of



Jobst Gellert of Mold-Masters Ltd. was chosen Man of the Year in 1977 by the Society of Plastics Industries in Canada. He credits Baz Cutter of Baz Motors for bringing him and Mold-Masters to Georgetown.

the products are cassette holders, beauty kit cases, and tail lights for Fords made in Europe.

The tail lights are made by a breakthrough process developed here where three colors red, amber and white, are molded in one machine, resulting in the turning out of a complete set of tail lights, both left and right, every 42 seconds.

How did this vigorous, progressive company land in Georgetown?

Much of the credit goes to Baz Cutter of Baz Motors. Baz and Mr. Gellert knew each other in Downsview, where the company was located at

the time, and where Mr. Kutter was selling cars.

When Baz opened his agency here in town, he talked Mr. Gellert into looking over the Georgetown area.

Going farther, Mr. Kutter contacted the mayor, and the industrial commission to line up space for the 42,000 square foot plant. "There's no doubt Baz got us into Georgetown," commented Mr. Gellert.

In this highly technical company Waltraud Gellert, Jobst Gellert's wife, plays an important role. She had extensive banking experience, and keeps her eye on the bank

balance here, too. "Without her I could never have done this," says her husband.

Postal strikes hampered the business, says the director. He claims the European business could be doubled if the postal service was better. He says they rely mainly on telex and telecopiers to conduct their international business now.

Summing up the company's philosophy Mr. Gellert says, "Never settle for the mediocre, aim much higher."

The company's success attests to the truth of the philosophy.



Recent visitors to Mold-Masters were editors of plastics magazines from Europe and the United States. The tour was part of a joint effort by the plastics industry and the Ontario Government.