



Bob Kilby (left), an apprentice at Die Mold, stands with Jim Laurie as they discuss plans for a certain mold.



Die Mold president Dennis Cartwright shows one vibrator Northern Vibrator manufacturer.

Skilled labor key to success

Skilled labor is the key to the success of Die-Mold Tool Ltd. on Todd Road in Georgetown. So not surprisingly, 75 per cent of the company's cost is for skilled labor.

"We employ approximately 50 highly skilled people," claims Dennis Cartwright, president and part owner of Die-Mold Tool Ltd.

In operation for 18 years, Die-Mold makes tooling molds for major plumbing suppliers in North America. A secondary company, Northern Vibrator, works out of the same building at 82 Todd Road, even though the two companies produce different products.

But it is the Die-Mold area that is doing the best. "At this point, we are doing better than Northern Vibrator," says Cartwright, of the company that exports 80 per cent of its products.

Die Mold ships primarily within North America, but also to Israel. The next target, according to Cartwright will be South America. Currently, he completed a shipment to Hong Kong, with a contract worth \$50,000.

Asked if they plan on expanding into the European market, Cartwright said Die-Mold "can't keep up with the demand for North American suppliers."

Perhaps the best move for Die Mold was taking advantage of the opportunities in the plumbing industry which Cartwright maintains is "a growing market."

Initially, Die Mold was involved in the cosmetic industry, but

soon switched when they saw how the plumbing industry was rapidly changing from a brass industry to a plastic one.

Cartwright believes it showed greater potential for growth because of the constant need for new types of molds for its tools. With the increase of mobile homes and apartments, plumbing restrictions differ in each case.

"This makes the demand greater on us," says Cartwright. Although they plan to expand Northern Vibrator, it isn't doing as well as Die Mold because it supplies the steel and mining industries which "are pretty

slow right now", maintains Cartwright.

His partner Jack Sunnock runs Northern Vibrator, designing and overseeing all operations.

Basically the vibrators are used to transport material from containers in which it is stored. For instance, there can be up to 150 vibrators on a ship that is unloading coal in the Burlington Bay.

As the coal can adhere to the container, the vibrators facilitate easier movement, and makes the transfer far easier.

The vibrators have been used effectively in as diverse industries as food, mining,

petroleum, paper and fertilizer. "It's an interesting line, because of its broadness," claims Cartwright.

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