

# Thriving company profits from sale of fish oil, meat

A tannery, a feed mill, a chicken processing plant and a health food store: what do they have in common?

The answer is a thriving business called Swimco Canada Inc.

Located on Guelph Street just north of the CNR bridge in Georgetown, Swimco supplies a variety of local firms with fish oils, and fish meal.

Since 1965 the family-owned company has been operating in Georgetown with markets throughout Canada and the United States.

Fish oils are protein rich and are in high demand as a supplement for animal feed. Roy Swim, the director of sales for the firm, said his company supplies 800 feed mills in Ontario with their product.

Fish oils are also used in the tanning industry to soften the leather and make it more pliable. Maple Lodge Farms Ltd. uses their product to wipe down stainless steel tables to keep them bacteria free, Mr. Swim said.

At a Glen Williams health food store, cod liver oil is sold to the public, which originates from the Swimco supply.

But the biggest business for Swimco is in fish oil and fish meal as a protein base for cattle feed, said president Timothy Swim.

Because of the shrinking value of Canadian dollar against the U.S. dollar, the company has been doing a thriving business in the States, Tim Swim said.

Most of the products are distributed to customers by tank trucks that pick up their supply at the Georgetown base.

Swimco Canada Ltd. is the marketing arm for fish oil of a parent organization based in Halifax. The parent company owns seven seafood plants, including Clearwater Lobster, the largest lobster wholesale operation in the world.

Roy Swim has two brothers in the Nova Scotia that run the family business there. He began Swimco Canada in Georgetown to find markets for fish oil and fish meal.

Mr. Swim's son, Timothy, took over as president when he returned from university.

Roy Swim's grandfather started the fish processing business in 1896 which eventually grew into the industrial giant it is today.

Swimco Canada at one time had a Chicago branch office that was headed by a Georgetown man, Herb Jobb. Mr. Swim Sr. said a heart attack slowed him down and the company had to cut back on their operations.

Now, the company is expanding very rapidly, he said. Georgetown was chosen because it is central to the rest of the country, Timothy Swim said.

Synthetic oils are becoming more common in everyday usage, but fish oils are still priced more reasonably, the president said.

Fish oil is still used as a base for paints, he said. It was only until about 10 years ago that most transmission fluids for cars came from whale oil, he said.

Swimco represent a company in Iceland called Lyst Ltd. which make medicinal cod liver oil.



The Westinghouse Canada plant on Armstrong Avenue in Georgetown plays an integral part in the production process. Materials made or imported from Westinghouse manufacturing sites are transported by

truck from the Georgetown facility to locations all over Canada and the United States. Computers aid in the process, enabling staff to locate products and materials while in transit. (Photo submitted)

## Transport one key to Westinghouse success

Having a low inventory can make a company more competitive. Just ask Bruce Dieroff, the Manager of Transportation Services for Westinghouse Canada Inc.

The Georgetown facility on Armstrong Avenue is an integral part of the success Westinghouse Canada enjoys. A staff of 28 in Georgetown see that a variety of Westinghouse-built products are distributed throughout Canada and the United States. A low inventory depends on an efficient and effective method of inventory control and transportation.

Through a network of computers, the Georgetown facility is able to cut down on their "turn-around time", which, in business jargon, means the time it takes to receive a product from the time it is ordered. Goods imported from Puerto Rico used to take 17 days to reach Canada, Mr. Dieroff said.

That time has been reduced to seven days, thanks to a more efficient system, Mr. Dieroff said proudly.

The company has an on-going commitment to a program they call OPTIM (Operating Profit Through Time and Inventory Management), Mr. Dieroff said.

About 40 per cent of their manufacturing components come from the Westinghouse Electric Company in the United States, he said. There are 35 Westinghouse plants located in Puerto Rico.

Trucks from the Armstrong Avenue firm travel all over North America, picking up or delivering Westinghouse goods. When a distribution centre was required, Georgetown was decided as an ideal location. Westinghouse Canada had an old building in Hamilton that was badly in need of repair.

Rather than fixing up the building, the company decided to put their products closer to the markets they were serving. Thus, Westinghouse built six new facilities in Ontario, including the one in Georgetown. Westinghouse has been in Georgetown for five years.

By moving to Georgetown, the company saves about 1½ days in shipping time from the U.S., because customs is not as busy here as it is in

Stoney Creek.

It is no mistake that Westinghouse is located beside Georgetown Terminal Warehouse, where a customs inspector works full-time checking goods received from the United States and elsewhere. Westinghouse is the largest importer in Georgetown, Mr. Dieroff said.

Most people may still identify Westinghouse with goods for the home such as fridges and stoves.

However, Westinghouse has dropped their line of consumer products and they manufacture items only for business and industry. Products made by Westinghouse include a dry type of transformer for the industrial market, metal-clad switch gear for industry, hydro meters for residential areas and airfield lighting control equipment.

Westinghouse also manufactures video display terminals used by 93 airlines in the world, made in Burlington. Another company product consists of protection equipment for cars, such as a light to warn drivers their oil is low.

Hydro companies are Westinghouse's biggest single customer. Parts are delivered to such far away sites as the Northwest Territories, Mr. Dieroff said.

Two trucks per week leave the plant in town on their way to Calgary. From Calgary, a terminal building acts as the next step in distributing supplies to the coast. Company trucks travelled one million accident-free

miles in 1985. Because all maintenance for their fleet of trucks is on computers, there are few breakdowns.

Breakdowns are bad for public relations and a low inventory doesn't allow for many maintenance break-

downs, Mr. Dieroff said.

A driver for the company averages about 2,000 miles per week, Mr. Dieroff said.

The biggest Georgetown supplier for the firm is Bill Smith Auto Parts, he said.

## Twin Cee more aggressive on export market to U.S.

Like many Canadian manufacturers, Twin Cee Ltd. of Georgetown is becoming more aggressive on the export market.

The company is a manufacturer of hospital and washroom accessories used in schools and high rise office towers.

A large part of their business comes from providing washroom equipment for new office buildings.

Twin Cee was established in June of 1969 in Georgetown. G.H. Wood and Co. Ltd. started Twin Cee to expand their line of sanitary products.

Jan. 1, 1986, the company was sold to two businessmen in Montreal.

The General Manager of Twin Cee is Al Campbell. The company is all-Canadian and is the "largest in our industry", Mr. Campbell said. His firm is doing more export trade in the United States and that is one area of growth the firm wishes to exploit, he said.

The low value of the Canadian dollar will help the company in

penetrating the U.S. market, Mr. Campbell said.

Twin Cee employs 32 people in the plant and 14 in the office. There are eight sales agencies coast to coast who represent their line of products.

The washroom accessory market is very competitive but Twin Cee still have a major share, he said.

The general manager is very optimistic about substantial growth for his firm within the next three or four years.

"I see most of our growth coming from new product development and more export sales," he said. There is a possibility the plant could expand in the future, he said. He has been with the company for 11 years.

The products of Twin Cee are primarily made of metal, such as soap and towel dispensers and garbage receptacles. The company doesn't provide any products for residential homes. They deal strictly with offices, plants, schools and hospitals.



Roy Swim came to Georgetown in 1965 and set up Swimco Canada Ltd. to sell and distribute a wide line of fish meal and fish oil products. The

company is expanding, and is expected a new computer in their Georgetown quarters, just off of Guelph Street. (Herald photo)

## Provincial Paper is 122-years-old

By Brian MacLeod  
Herald Special

In 1984 Georgetown celebrated 120 years of business and the Provincial Paper Mill on Rosetta Street has been part of the business community for 81 years.

Built in 1905, the mill operated in conjunction with the Barber Paper Mill. In 1912 the paper coating mill became Provincial Paper.

Provincial Paper operates as an "Off-Machine" mill. Paper is delivered to the mill where it is coated with the appropriate substance and is then shipped out. More common is the on-machine process whereby pulp goes into the machine and comes out as coated paper. But certain things don't lend themselves to on-machine coating, according to Fred Aggiss, the mill Superintendent.

Mr. Aggiss said the mill currently operates just one machine because business declined during the recession in the early eighties resulting in the closing down of two machines built in the thirties and forties.

Mr. Aggiss has worked at Provincial Paper for 23 years and in his time he has seen good times and bad. "At one time we had over 300 people here, now we've got about 40. Most of the people have been here a long time," he said.

The coating mill used to receive its paper from the Barber Mill, but when it closed down in 1948, Provincial Paper became a costlier enterprise because of the necessity to ship the paper into Georgetown.

The mill must compete with Japanese, European and American firms, tough competition for a mill like Provincial. "We're rebuilding. We've gone from 31 jobs to 39 and a major loss has become a minor profit," Mr. Aggiss said. "We are in a good location for customers but not a good location for raw materials," he added.

Mr. Aggiss is uncertain about the future, but he is optimistic that the future of business in Georgetown will include the Abitibi-owned company. "Provincial Paper Mill is old Georgetown," he said. "Nobody intends to close up. We're on a rebuilding program and hopefully we will get back to where we were, but you take what comes."

Provincial Paper's main problem is antiquated equipment. "The equipment isn't competitive. It's like an old car. If you have a 40-year-old car and you're racing against new cars, where are you going to be?" asked Mr. Aggiss.

Current there are no plans to replace or update any of the equipment. The newest machine was built in 1968.

While Provincial Paper has seen its up and downs, Mr. Aggiss pointed out that in his 28 years at the plant

there has never be a strike. "This mill is one of the best paying places to work," he said.

The Barber Paper Mill, which was originally built in 1854, is now designated as a historical site.



### Office opening

The champagne was flowing at the official opening of Intelco Limited Architects and Planners Monday (Feb. 17). Regional Chairman Peter Pomey helped Carlo Testa of Intelco uncork the bubbly. Intelco Ltd. has

been operating at 505 Guelph Street in Norval since the beginning of February. They specialize in institutional, commercial and industrial buildings and planning and feasibility studies. (Herald photo)

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