

Firm stands to benefit

CANPUL supports free trade



Canadian Pultrusions co-owner Jim Stanley is seen here in his Armstrong Avenue warehouse. The Georgetown company Canpul produces plastic and glass-fibre products for industrial use.

By DONNA KELL
Herald Special
CANPUL can pull its weight in the plastic and fibre industry.
CANPUL - Pultrusions Canada Ltd. - on Armstrong Avenue in Georgetown feels that there is "nowhere to go but up. We are one of the companies that will undoubtedly do well in free trade," said owner and plant manager Jim Stanley.
Twelve years ago CANPUL coated hockey sticks and made cross-country ski pole shafts. In 1988, they are a wholesale market, selling to contractors and "completely out of consumer goods," said Mr. Stanley.
Mr. Stanley is a graduate of Ryerson Polytechnical Institute where he studied Chemical Technology. His partner and co-owner Mill Matto holds a degree from Michigan Technical University. It is no surprise that Mr. Stanley and Mr. Matto are involved in the research end of their business.

Aside from producing fibre-polyester in the factory, CANPUL is involved in creating and perfecting new techniques and ideas. They have no research facilities on the premises at 247 Armstrong Avenue, but work in conjunction with scientists at the Ontario Research Foundation in Mississauga.
CANPUL produces glass-fibre tubes, pipes and tanks that are heat-resistant and corrosion proof. Their products adorn the ladders atop Bell Canada vehicles, and line the floors of Olympic and therapeutic swimming pools. And the use of their materials is expanding...
CANPUL is involved in sewage treatment production, supplying tubes and scrubber components for both sewage and water treatment. Hydro trucks pulled over to the roadside often have a fibre arm carrying workers to the scene of an electrical

problem.
The arm is made of fibre-polyester for good reason. "The worker says 'I don't want to be out there on a steel arm, I want some insulation!'"
"It's hard when you're a specialty business. People want to identify you with something easily recognizable," said Jim Stanley.
Everyone would recognize the Rapid Transit system in Scarborough, but who would imagine that the rail coverboards came from Georgetown? "The TTC chose us to make the coverboards," said Mr. Stanley.

CANPUL produces other unnoticeable necessities. It produces pollution control devices for businesses and supplies antenna tubing for cellular telephone receptors. The market is varied, yet the uses are specific.
"The materials produced at Pultrusions Canada Ltd. are made of glass-reinforced polyester, formulated depending on the application. We could use glass-fibre, we could use plastic-fibre," said Mr. Stanley.

"The material works particularly well in cold climates. It is being used in Northern Canada," said Mr. Stanley.
In Georgetown, Pultrusions Canada has only recently been recognized. Despite its 12 year existence, it didn't snag the local market until this year.
"We hadn't sold a dime in Georgetown. Now we supply Varian and Corrigan Instruments," said Mr. Stanley.

Jim Stanley explained that pultrusion, the name of CANPUL's fibre-glass-plastic melting process, was first developed during World War II. The first products commercially available were fishing poles. "You can still get them at Canadian Tire," said Mr. Stanley.

Butterscotch pies lure customers to Crawford's farm

By DIAHANN NADEAU
Herald Special
Elaine and Bob Crawford started Crawford's 21 years ago with a roadside wagon selling corn and tomatoes. In 1970 they erected their first small building and sold produce, apples, maple syrup, and honey. A year later they doubled their space to include a kitchen area for baking pies.
They were so successful that by 1972 Bob Crawford left his job at the Ministry of Food and Agriculture (where he was a greenhouse expert) to devote all his time to the business.
Since then Crawford's Pine Valley Farms has expanded considerably and now has a 32,000 square foot greenhouse space. A chocolate shop was built in 1986 and one can buy roses, bread, and chocolates at Crawford's, as well as an assortment of pies, muffins, cookies, cheeses, and numerous gourmet foods.
The Crawfords make all their baked goods on the premises. They import other goods from various suppliers, looking for the best products available. Their cheese is made by a company in Simcoe, one of the two cheese manufacturers in the province to use raw milk. His meats are supplied by Spiced Right Foods, a company in Brampton that produces exceptionally high quality meat, with far less gristle and fat than most meats.
Mr. Crawford has been expanding his stock of gourmet foods. He sells sun-dried tomatoes, dried chanterelle mushrooms, gourmet salad dressings and is planning on

stocking a number of olive oils soon. He also intends to increase his variety of entrees. Currently he sells lemon chicken and lasagna, but plans to offer more, along with a variety of salads for the summer.
The business is very responsive to market demand, and Crawford's tries to meet the wide-ranging needs and wishes of its customers. In pursuit of ever more interesting and tantalizing foods, Mr. Crawford goes to several specialty food shows every year, two of which are in the United States.
The business employs about 25 people, depending on the season. This does not include the staff working on the chocolates. The Crawford's daughter is involved full time with the store. Customers come from Toronto, Halton Hills, Brampton, and areas such as Oakville and Mississauga.
The food is selling so well that space is gradually being taken up by food production to the detriment of the greenhouse. A kitchen space for making jams, chili sauces, and other preserves is currently being set up in the greenhouse, due to the popular demand for these goods. Mr. Crawford sees the food side of his sales expanding continually, while the roses are less in demand and are quite perishable. Crawford's publishes a monthly newsletter, informing customers of new products. This month they are offering butterscotch cream pies, and are hoping that customers will order them in advance so they can meet the demand.



Don Nolan of CANPUL stands beside some of the machinery in the Georgetown plant. The firm stands to benefit from the new free trade accord signed with the United States. (Herald photo)

Travel consultants can plan any holiday

By CHERYL MOUDEX
Herald Staff
From carving your way through the steamy jungles of Brazil with a machete to jet-setting to the glitzy capitals of the world, Goliger's Travel can find the right vacation to suit you.
Backed by a computer system linked with major airlines and hotels around the world, the four professional travel consultants at the Georgetown franchise, located at 235 Guelph St., have all the information to fill any travel need at their finger tips.

The Georgetown Goliger's first opened its doors in 1980 while the present owner David Boydell came into the picture in 1984.
Mr. Boydell opened a Goliger's Travel agency in Brampton.

Interested in travel, Mr. Boydell did not have any knowledge of the field and felt franchising was the best route to go.

His father, who recently retired, entered into the business with his son.
In 1985 Mr. Boydell sold his Brampton operation and started serving the Georgetown community's travel needs on a full-time basis.

Goliger's services the community from the vacation point of view as well as the corporate clientele, Mr. Boydell said.

The bulk of their business is air travel, which comprises 70 per cent of the total business, with 60 per cent of this figure going to the vacation traveller and 40 per cent to the corporate one.

Service is the bottom line at Goliger's. The Georgetown travel agency has a 24-hour emergency service for the corporate client.

The focus of vacation travellers change with the seasons.

In the winter the Caribbean, Florida, Mexico and Hawaii lure people south from winter's icy blasts while in the summer the bulk of travel is international with many heading for Britain and the European countries with some domestic travel.

Although most people who wander into the travel agency have some semblance of an idea as to what they are looking for, some have no clue other than they want the ideal vacation.

"That is when being a good judge of character comes in," Mr. Boydell said.

By asking questions the travel agent can pinpoint whether the person sitting in front of them desires an adventure type holiday such as wandering around the steamy jungles of South America, or more of

a relaxing holiday lying on a beach and being pampered.

"When it comes to putting together the best package deal, Mr. Boydell said, "low price means low price."

Agents do not want to sell an economy package to a customer who is not prepared to slum it, he said.

A good agent is able to read a person and find the best deal to suit their needs.

Even if someone from the Georgetown office has not been to a destination they have enough manuals and information on computers to research any specifics on a country or town.

Goliger's can get the customer information such as the proximity of their hotel to the airport, maps of terminals or cities.

"We can narrow it down to the minute detail," Mr. Boydell said.

All the client has to do is tell their agent what they want and they can get it.

For example if someone were planning a cruise, Goliger's can provide information such as where their state room would be located on the boat and the tonnage of the ship as well as get them blue prints of the ship.

"That is the rule of thumb for every product we sell," Mr. Boydell said.

Georgetown's Goliger's has an extensive repeat clientele, which Mr. Boydell puts down to the fact that three of his four staff members have remained with the company since it opened.

Mr. Boydell sees the travel industry moving from the "ma and pa" independent style to travel agencies affiliated with a national or international chain.

It gives the owner a broader research base to draw from. "If we have not been there one of our colleagues has," he said.

Goliger's offices around the country exchange familiarization reports, which give information on different resorts and hotels.

In Georgetown the travel agency has not, Mr. Boydell said, "grown by leaps and bounds," although they are in the gross sales of \$3 million a year.

The company has grown 200 per cent since he came into the picture in 1984.

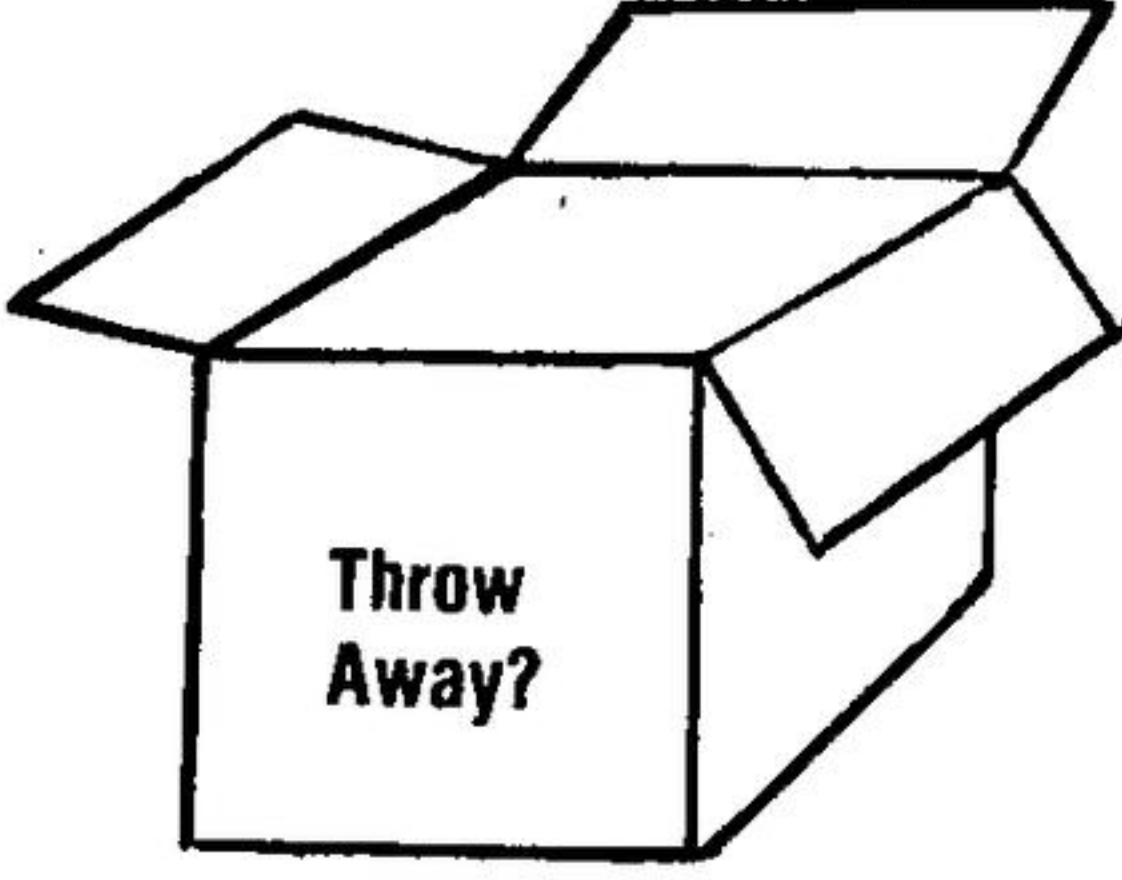
Mr. Boydell sees his secret to success in what is a volatile industry in his team of stable staff members, three of whom have been with the company since 1984.

"People do not like to deal with different consultants year after year," he said. It gives them a familiar face to come back to.



David Boydell of Goliger's services Georgetown's travel needs.

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