

BPCO hopes to make vinyl siding popular

By BEN DUMMETT
the Herald

It's only a matter of time before more and more houses throughout North America are built with the same material that was used 30-years ago to build a house on Main Street in Acton.

The house is still sided with the same Esclad vinyl which is manufactured by the Acton-based company BPCO. And the company's vinyl division president, Malcolm Stagg said in a recent interview there are plans to expand by 50 per cent within the next few years.

The free trade agreement will make expansion possible, said Mr. Stagg. With the opening of the U.S. market "the company is within a

Riverside helps keep family fit

By ALAN MACKIE
the Herald

Norval has found a way to keep fit with the entire family.

The Riverside Spa started operation almost eight months ago and has approximately 350 members attending.

Instead of being one of the "single clubs" of the eighties, the Riverside Spa has been set up to be part of a "health conscious" nineties, manager Tracy Rindfleisch said.

While it is located in Norval most of its members actually come from Georgetown, Ms. Rindfleisch said.

With more of a country club atmosphere rather than a "gung-ho" work out club, the spa is looking towards the future in a positive way, she said.

She is predicting the future of health will include more family oriented work-outs.

The aging baby boomers will gain more of an awareness of actual health instead of just trying "to show it off," Ms. Rindfleisch said.

"A lot of clubs don't cater to families," she said. Most of the clubs are just used for vanity purposes instead of health purposes, she added.

Another prediction for the future includes the "speed work-out" during lunches, she said.

She believes more people will start looking for quicker ways to get in shape.

Ms. Rindfleisch has been in the health club business for about four years and places an emphasis on not pressuring people to work out. "People don't appreciate that," she said.

The pressure that has been put on people to get into a health club has made them "very leary about getting a membership," she said.

Ms. Rindfleisch finds physical fitness to be "an ongoing process where you are continuously learning." Perhaps an old exercise is discovered to be bad for a person, they must be informed about it, she said.

New exercises are always being dreamed up, she said.

Something that has recently been introduced to the health area is variable resistance. Since pulling weights up is harder than putting them down because of gravity, people should count as they pull the weights up and use the count as a timer to put the weights back down, she said. This gives all the muscles an even work-out, she added.

A new machine called the stair-master simulates someone walking upstairs, she said. The stair-master has two pedals that move in opposite directions so when the operator pushes down on one pedal the other moves up. This is only one of the technological machines that people can take advantage of, she said.

In the future Ms. Rindfleisch would like to see "mandatory certification" brought in so there are no unqualified instructors trying to teach physical fitness.

few days of shipping time to reach 70 per cent of the U.S. market."

Mr. Stagg said Esclad vinyl siding is already being shipped across Canada with most going to the western and eastern parts of the country, and to the United States including New Jersey, New England, Kansas and South Carolina.

BPCO is a 24-hour seven-day a week operation which employs 110 people.

Esclad is a complex composition of various materials, the primary of which is PVC resin. It took about 10 years to develop the vinyl, starting in the 1950s said Mr. Stagg. Vinyl alone could not withstand a Canadian winter he said. If the weather was cold and a hockey puck was thrown against the vinyl the material would shatter like glass.

The advantage with vinyl siding compared to wood and brick is that it has a "virtually maintenance free" characteristic he said.

And unlike aluminium siding the color of vinyl siding penetrates through the material, Mr. Stagg explained.

BPCO's vinyl siding is unique from other types of vinyl siding because it has a Grip-Loc feature making the vinyl easier to put up,

said Mr. Stagg.

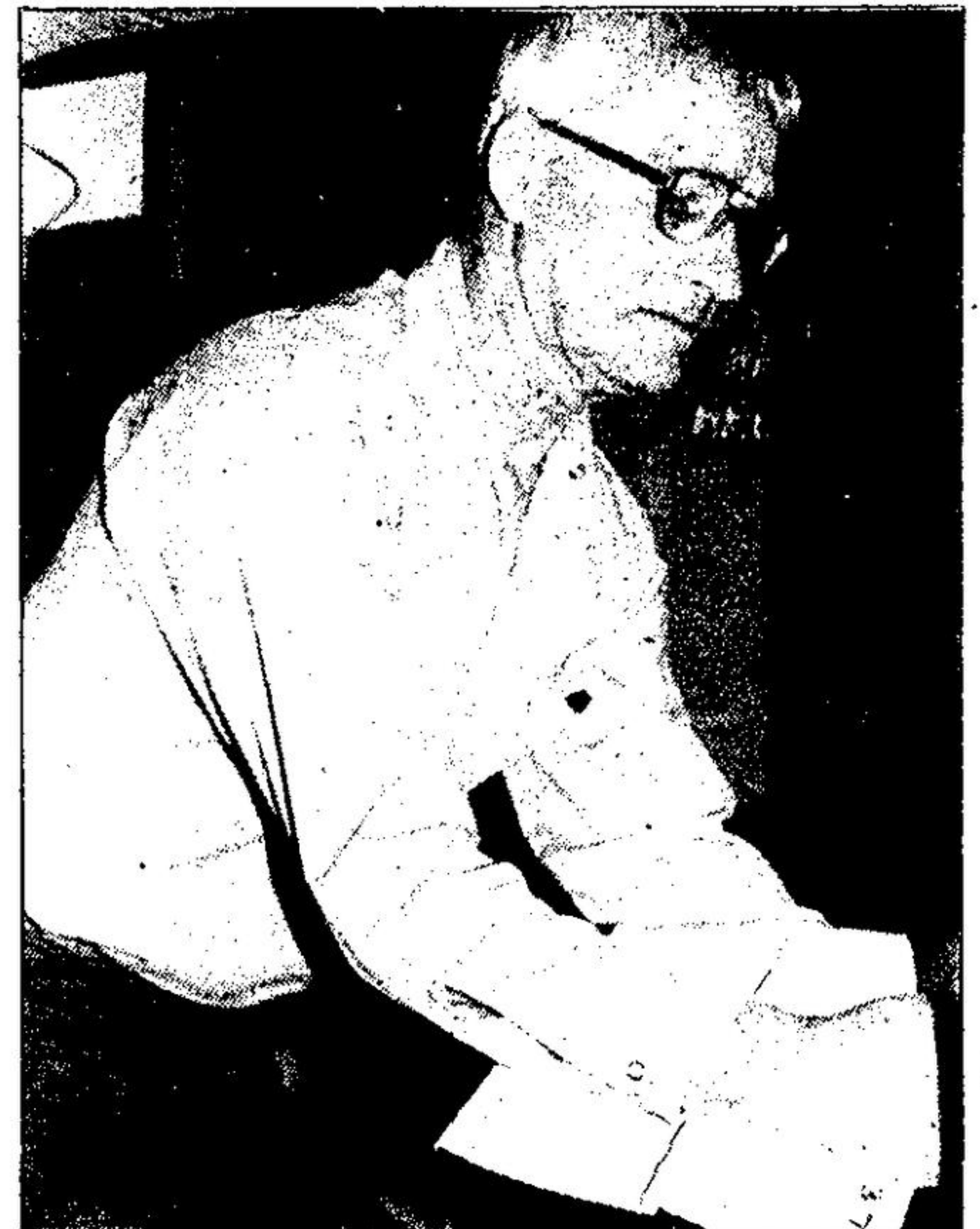
This unique feature is a result of 30 years of experience in the business, and the expertise of the company's Halton Hills' employees, he said. BPCO's employees give the company its competitive edge emphasized Mr. Stagg.

The company sells vinyl to lumber yards and contractors. It also works closely with the architectural community to ensure the product conforms to current building styles, he said.

From start to finish, Mr. Stagg described the making of the product as follows: - the chemicals are first inspected by a lab technician; - the various chemicals are then mixed into a powder form; - the powder is then heated and molded into the appropriate shape; - finally the product goes through a series of quality control tests.

It might look simple to the lay person, said Mr. Stagg but the process is a result of years of research.

Mr. Stagg said vinyl siding makes up sixty per cent of the siding market but there are still some people who are unaware of the product and what it does.



Long time employee Ted de Bries of the vinyl siding company BPCO in Acton puts a piece of the company's "virtually maintenance-free" esclad vinyl through one of the company's several vinyl quality tests. (Herald/Photo)

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