

Business

Milton company spins unique process

MILTON - Roxul Inc. is spinning volcanic rock into a growing business in Ontario since the company launched Roxul Plus to the Canadian market place in May.

Roxul Plus is a new mineral-wool insulation that has been used in the construction of homes and commercial buildings across Northern Europe for many years. Just three months after being introduced to North America by Roxul Inc., the product has captured a substantial presence in Ontario where the market for light-density batt insulation is estimated to be worth in excess of \$100 million.

According to independent tests conducted by Underwriters Laboratory of Canada (ULC), 3 1/2" Roxul Plus offers an R-Value of 13, which is higher per inch than com-

petitive glass-fibre batts.

"A higher R-Value is significant, not only for home owners who want lower heating costs, but also for the environment," says Ed McLaren, Sales Manager for Roxul's Residential Division. "Increased heat efficiency translates into reduced fuel consumption and lower levels of potentially harmful fuel emissions being released into the atmosphere."

In a unique manufacturing process, volcanic rock is collected from the earth and melted at temperatures approaching 1500°C (2700°F). The molten rock is then combined with recycled steel slag and spun into thin, individual fibres which form a dense, non-directional mass. The process renders the material water

repellant and impervious to rot, mildew and shrinkage.

"Other insulating products will lose their R-Value over time if moisture gets in," says McLaren. "The water repellency of Roxul Plus means this insulation will retain its R-Value indefinitely and, because of its rigid construction, the batts won't sag or lose their shape over time." The material will not attract vermin and is restraint to micro-organisms.

Roxul plus is non-combustible. Due to the extremely high melting point of volcanic rock, the batts are able to withstand intense heat without suffering damage or loss of R-Value. The unique heat-resistant qualities of mineral wool also make Roxul Plus ideal for thermal

insulation of heating pipes, boilers and reservoirs.

"This material is the answer many people have been waiting for - it's clearly superior in so many ways," says McLaren. "It's also a great deal easier to work with, which explains why it's quickly becoming the material of choice in Ontario."

Located in Milton, Roxul Inc. is the Canadian division of Rockwool International, a Danish multinational company with operations in Britain and throughout Europe. Product innovation is a trademark of the company which produces a full range of mineral-wool insulation and acoustic products for the commercial, industrial, residential and agricultural building industries.

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IBM plans to introduce SUZY to Canadian market

TORONTO - Stratford Software's SUZY electronic information system will be distributed in Canada with IBM's new Personal System/1 Computer, Stratford and IBM Canada in Toronto, have announced.

IBM's decision to package SUZY with its new computer came after a successful two-month trial period during which hundreds of IBM employees across Canada tested SUZY.

SUZY enables personal computer equipped with modems to retrieve and exchange information over telephone lines. SUZY's features include real-time Canadian stock quotations and on-line stock research capabilities, airline schedules and hotel directories, national real estate listings including colour photos of listings, live multi-user on-line conferences and information networks on

dozens of subjects. New features are being added every month.

Using SUZY, PS/1 users are easily linked to the PS/1 Users' Club, which gives access to operating tips and other information. Through Users' Club, users can also send and receive messages to and from IBM and other users. Users can even participate in live on-line conferences with IBM and other users.

"SUZY enables PS/1 users to easily utilize the PS/1's capability to communicate with other computers and to join the exciting world of electronic information retrieval and exchange," said Keyvan Cohanim, IBM Canada's Manager, Personal Systems. "SUZY's ease of use and economy meshes perfectly with the personality of the PS/1."

"PS/1 was created to be the essential consumer product for

families living in today's information society," said Cohanim. "For this reason, we believe it has the potential to make the home computer as necessary as the microwave oven, and as popular as the VCR."

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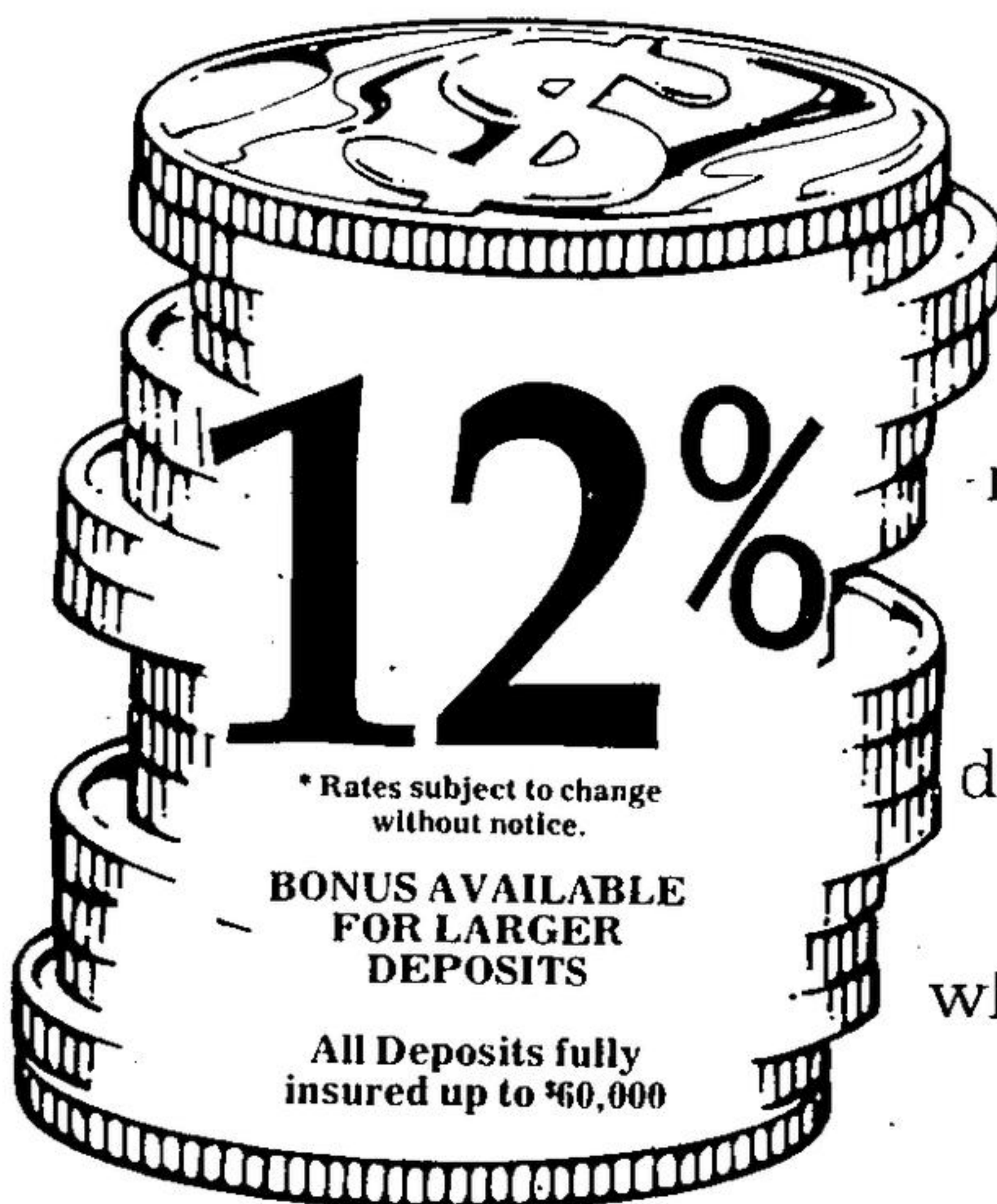
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