

Manufactures something for everyone

Economic restraints haven't affected Advanced Extrusions

In spite of the prevailing economic atmosphere of restraint, tight money and unemployment, Advanced Extrusions, on Robert Street East in Penetanguishene, is encouragingly busy these days.

Vice-president Michael Habash says the reason for this is the highly specialized nature of the business.

Collapsible tubes for toothpaste, sealants and pharmaceuticals, one piece aerosol cans, and marker pen shells, are among the products manufactured at the plant, which was founded in 1968. Since that time, there have been two major expansions in Penetanguishene, and an additional plant was opened in 1973, in Toronto. Today, the Penetanguishene plant employs about 150 people, and turns out its products 24 hours a day.

One of the problems faced by Advanced Extrusions in recent years has been the decreasing use of aerosol products. Habash says the company isn't worried though. At the moment alternative products are being looked at, and Habash says they may be going into the business of making aluminum cartridges for caulking guns.

The process used in the plant is highly automated—and fast.

A toothpaste tube, for example, starts as a slug of aluminum less than a quarter of an inch thick. By the time it travels the length of the line, it's a complete tube—formed, capped, painted and decorated. All the customer has to do is put in the toothpaste and send it off to distributors.

The process used in printing the containers—putting the designs and name of the product in colour on the outside—was developed within the company, and earned the firm a silver packaging award from the Packaging Association of Canada in 1970.

Habash says the maintenance within the plant is too important to leave to outsiders. Advanced Extrusions makes all its own tools right in the plant, and does all its own maintenance.

In fact, says Habash, the company is practically self-sufficient. Other than the aluminum raw material, which comes from Alcan, nearly everything the company needs is produced within the plant. Along with the tool shop, there is an engineering department in the plant, a cafeteria for the employees, and

the main production area. The sales office is in Toronto.

Habash says one of the things he would like to see is for the employees in the plant to take pride in what they are doing, but with

Martin Lamer passes years of personal experience on to clients

by Mary Kirley
Martin Lamer, owner of Lamers Paint and Wallpaper on King Street, has always worked under the maxim that decorating one's own home shouldn't be a chore—it should be a pleasure. Decorating can allow for ample artistic expression and still remain quite economical. The best thing about home decoration is that anyone can do it, and do it well.

"I would say that 90 per cent of the people who come in here looking for ideas are novices as far as decorating is concerned," Mr. Lamer stated. "They really don't know the first thing about it, but once techniques have been explained to them and the proper tools selected, they are always amazed at how easy redecorating can be, and at how much money they can save by doing it themselves." Without proper guidance, people can become discouraged and the Lamers feel that it is their job to keep people from feeling this way.

The advice and guidance that Mr. Lamer offers his customers is based on a lifetime of experience in the field. His training started in a school in Holland at the age of 14. When he was 17, his family moved to Canada, and it wasn't long before he was able to put into practice the skills he had learned as a

student. In 1960, he bought a store in Stayner, but 3 years later, he realized that the town was just too small for what he wanted, so he moved to Midland in 1963. It wasn't until 1966 however, that the opportunity arose for him to buy the building that his business presently occupies, and the ample room that his building affords is a major reason for this relocation.

over 40 million finished pieces coming out of the plant each year, he's not complaining.

With business booming, Advanced Extrusions is looking at the possibility

of further expansion in the next few years. In fact, says Habash, there is even a possibility of moving the Toronto operation up to Penetanguishene in the not too distant future.

by your surroundings and when you take an interest and become involved in redecorating, those surroundings will usually be a reflection, or an extension of yourself," Mr. Lamer explained. The Lamers are also assisted by Ed Mortiboys from Waubesa, who, like Martin, has spent most of his life in the business.

While the Lamers feel it is important to keep a well stocked store, there is another duty they feel is necessary. "The people of Midland are very active when it comes to redecorating. They are concerned with improving and remodelling their homes, and we want to be sure that the advice we offer and the suggestions we make are the best." The Lamers make a point of staying informed of new styles and ideas. Nothing in the business remains static, and they pay close attention to innovations and trends.

Martin Lamer has always shown a keen interest in the activities of the community in essential areas that extend beyond the business world. St. Theresa's schoolboard, the air cadets, the Lion's club and St. Margaret's parish are just a few of the areas in which Mr. Lamer has dedicated the same kind of time and energy that has made his business a success for nearly 15 years.

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