



Real Estate / Business



Third Section

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Lasers doing the work

By STEVE HOUSTON
Staff Reporter

A new method of typesetting has left the print shop and arrived in the desktop computer.

Laser typesetting is the latest in computer technology and a new Markham firm has taken the concept and put it to use.

Laser Impressions Inc. was formed by two young graphics

management graduates who foresaw the practicality of the idea and turned it into a flourishing business.

"It's quite revolutionary," said co-owner Anne Greenwood. "The traditional photo-typesetting process uses a lot of chemicals and equipment. There isn't any need for that in laser typesetting."

This method is the result of a

marriage between computer technology and conventional photocopying principles. Both the time involved and costs are substantially reduced.

Ms. Greenwood, 23, and partner Dave Evans, 26, saw the potential of the new method while working at competing Toronto graphics companies. They decided to join forces, buy some equipment and

form Laser Impressions. The pair each graduated from Ryerson Polytechnical Institute from a graphics management program earlier this year.

"The idea will certainly catch on," Mr. Evans noted. "Though it's not as sophisticated as the traditional system it does have a lot of applications."

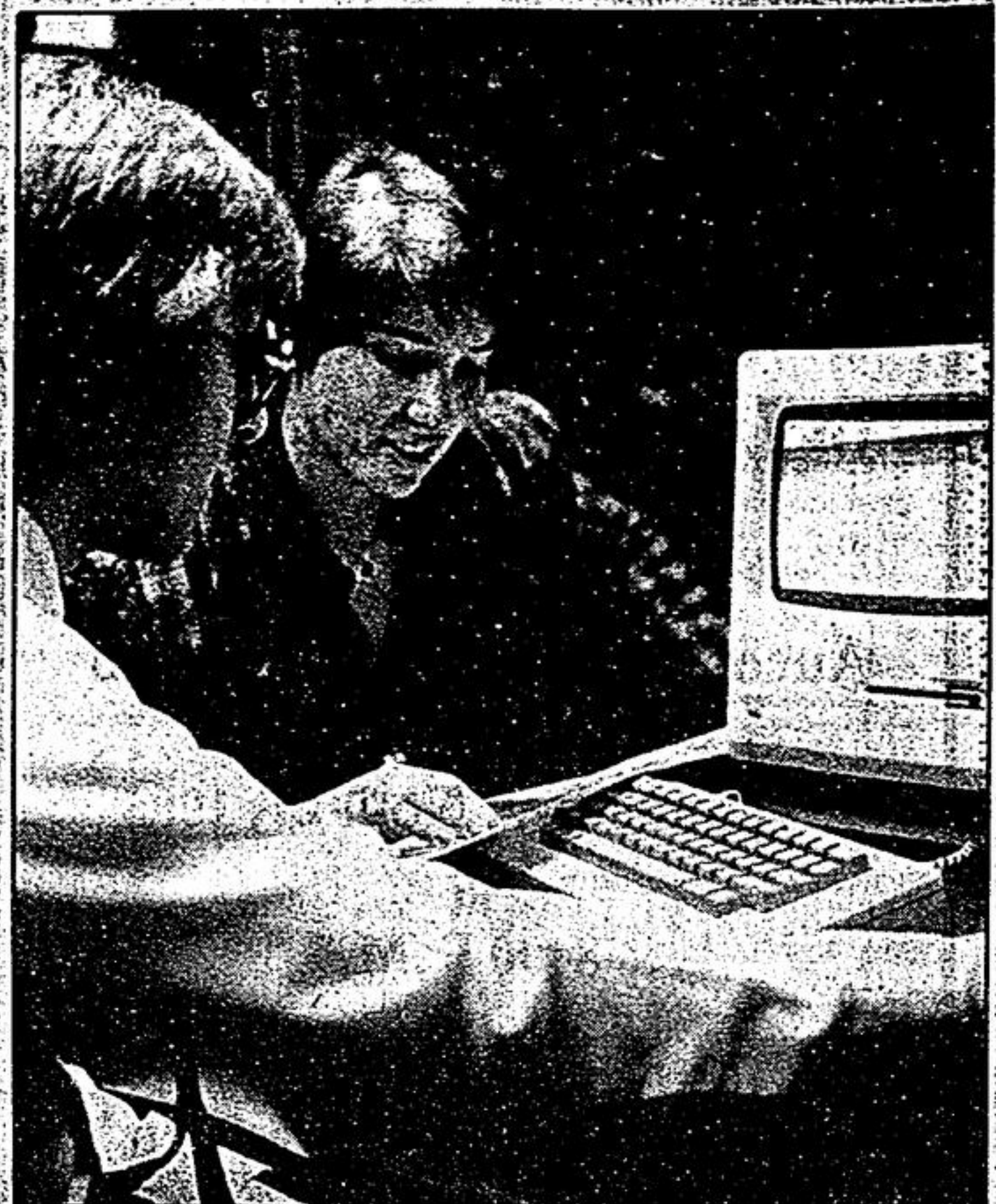
The applications he speaks of include business forms, invitations, annual reports, price lists, brochures and manuals.

They agree that the immediate response to such a new concept in typesetting has been excellent and have had several inquiries from neighboring businesses about what they do.

"We believe that the consumer should be aware of the latest in technology," Ms. Greenwood said. "That way our clients benefit from our knowledge."

The pair are currently trying to install a "modem-hookup" that will allow clients to send their requirements along telephone lines to Laser Impressions' Don Park Rd. office. Mr. Evans added that if the client has a compatible computer system, the information can be stored on a diskette and sent there also.

"With the modem-hookup dead lines can be greatly reduced," he said.



Dave Evans and Anne Greenwood use computers and laser beams in a new printing business, Laser Impressions, recently established in Markham. — Steve Houston

Markham office to open

The Retail Research Foundation of Canada, a non-profit product testing organization, will officially open its new Markham facilities next Tuesday.

Previously located in Willowdale, the Foundation has moved its head office and laboratory to a larger building on Gough Road.

Dedicated to "helping consumers get better value for their dollar," according to Jim Boyd, President and Chief Executive Officer, the organization tests products which are being considered for sale in the Canadian market.

Information from the tests helps retailers to determine whether products comply with Canadian regulations on safety, labelling and truth in advertising; whether they offer good value and

whether items meet performance claims.

Boyd says more than 10,000 products, everything from clothing and textiles to food and electronics, were scrutinized last year.

As an indication of the service's value, Boyd says the Foundation tested a Taiwanese manufactured bicycle which a retailer was considering importing in large quantities.

The product didn't meet Canadian standards because the seat post collapsed under normal use. As a result, the retailer avoided buying large numbers of an inferior product.

The Foundation was started in 1976 by five Canadian retailers, in response to federal legislation making them responsible to con-

sumers for faulty and unsafe products.

Today, membership has grown to nine, and the number of employees has increased from 14 to 27.

The Foundation's annual \$1.2 million budget comes through fees charged for product testing and a one-time membership fee based on sales volume. Membership is open to any Canadian retailer.

Boyd says the organization offers a very important service to Canadian retailers. "This foundation is a uniquely Canadian solution to a world-wide problem. To our knowledge, there is no other organization in the world which performs this necessary function in this co-operative way."



This fully restored farm house features a hand carved mantel on the living room fireplace. It is listed for \$285,000.

Home of the Week

Authentic farm house has been restored

A 150-year-old masterpiece of a farm house is this week's Home of the Week.

Located on the south side of 16th Avenue, west of Hwy 48, this two-storey, solid wood house has been professionally restored and renovated. Although fully brought up to today's standards, authentic features such as doors, locks and windows have been preserved.

The house is built in the New Brunswick style, with a horizontal board upon board construction. The present owner is only the fourth in 150 years of what used to be a two family farmhouse.

The upper floor has four bedrooms, including a master with three-piece ensuite, and a four-piece bathroom. All drapes, tracks and broadloom, where laid, are included.

The main floor living room features a fireplace with a handcarved mantel and a foyer with a curved staircase. There is a separate dining room with a beamed ceiling and a T-shaped kitchen with built-in

bench and dishwasher.

Just off of the main floor is a mudroom with built-in cupboards and a powder room and south-facing sunporch which gives access to the basement.

A large (30' x 17'5") recreation room dominates the basement, complete with a northern granite and marble fireplace and spit and a wet bar with an antique (1881) front from the old Franklin house on Main Street.

Also in the high/dry basement is a sauna, cold room and a laundry/utility room.

Other features of this home include an outdoor brick barbecue and garbage incinerator, an oversize (39'6" x 22'6") garage with two automatic door openers, a paved driveway and a large (100' x 139') yard with mature trees.

The asking price for this stately old home is \$285,000. It is listed with Gerry Meharg Ltd., and the listing agent, Hank DeGroot, can be contacted at 640-3131 or 649-3131 (Uxbridge line).



The spacious foyer features a curved staircase leading to the second floor.