

## AIME Success Story: B&D Manufacturing, Chelmsford, Ontario (2013)

### Company Profile

- **Country of Ownership:** Canada
- **Year Established:** 1980
- **Exporting:** Yes
- **Quality Certification:** ISO 9001, CWB Certified: CSA W47.1 & CSA W47.2, BSI Certified: FM62423
- **Primary Industry (NAICS):** 333 - Manufacturing/Production
- **Primary Business Activity:** producing and maintaining mining production equipment
- **Industries Served:** Mining, Tunneling, Forestry
- **Total Sales (\$CDN):** approx. \$20,000,000
- **Export Sales (\$CDN):** approx. \$4,000,000
- **Products and Services:** Portable Align Boring Machines, Superjack, Tire handler station, Rock Drill Parts, Docks and Boat Accessories, Servicing & Custom design/production
- **Number of Employees:** 130
- **Clients:** Mining, Drilling, Heavy Equipment, Construction, and private consumers
- **Geographic Markets:** Canada, US, South America, Europe, Africa, Middle East, Asia & Oceania
- **Export Experience:** 1983
- **Actively Pursuing:** South America

### Background:

B&D Manufacturing is a dynamic Canadian company, located in Northeastern Ontario, in the community of Chelmsford. They design, manufacture and distribute innovative products and technologies to increase production and improve safety for industries globally. Originally established in 1980 as the manufacturer of the globally recognized Portable Align Boring Machines, they've diversified their product line to include products designed to support equipment for mines & mills, open pit trucks, open pit shovels and construction. B&D Manufacturing also provides their customers with a variety of custom design, fabrication and manufacturing, on-site repair and re-build services.

Marlene Moore, Marketing Manager and Felicia Montigny, Accounting Coordinator stated, "our customers trust us to provide quality products and a high level of service." A priority of theirs is to build customer relationships the same way they build products – for the long haul.

Distinguished with numerous local and industry awards, B&D Manufacturing continues to prove that excellence is built through a team environment. They've developed and implemented green initiatives and a high standard of service with input from all employees.

B&D Manufacturing believes their success is due to diversification of products and providing solutions responsive to their customers' needs. The same success carries the company steadily through good and bad economic times and changes in the market.



### **Planning for the Long Haul:**

After having undergone an internal training needs assessment in efforts to increase efficiencies, B&D Manufacturing required improvements to remain “state of the art.” The employees were motivated by participating in the assessment and uncovering challenges ahead. Existing and dated training programs provided one of the major hurdles in increasing efficiencies. In an effort to move forward, B&D Manufacturing partnered with a company specializing in manufacturing training programs to assist them in developing improved processes to ensure resources are being used to the full potential.

The funding provided was a great assistance for B&D Manufacturing to utilize; what's more, training their employees assisted in improving morale and created team motivation. Marlene stated, “The input encouraged by the staff afforded us an opportunity to bring the team together. Everyone was able to buy in to the solution because they contributed to it.”

The AIME Initiative North provided motivation and momentum for B&D Manufacturing. By solidifying a plan, they had to follow the set time and guidelines to push the training project forward proactively. The results were achieved in a short period of time.

### **Yves Landry Foundation Introduces AIME North initiative:**

B&D Manufacturing had learned of AIME North program after having participated in a Strategic Export Marketing Program and they were confident that their training needs would warrant the support of the Yves Landry Foundation. The AIME North initiative is administered by the Yves Landry Foundation, with generous funding provided by the Government of Canada (FedNor). The application process went smoothly. Felicia, who had worked closely with the Yves Landry Foundation throughout the process stated, “They were always quick to reply and get answers for me. The guidance is important because we were new to the process.”

B&D Manufacturing’s Engineering department had utilized AIME Initiative North in 2009 through the Yves Landry Foundation, and it was one of their team members that recommended they connect with the Yves Landry Foundation again for support in overcoming the challenge of obsolete training programs.

### **Future Outlook:**

The effects from AIME North are already being realized. B&D Manufacturing has been able to increase safety levels, reduce wastes through improved materials management, create cost efficiencies and more, due to improving the training of their employees. Most notably, B&D Manufacturing has realized a 16% increase in their delivery date accuracy (from 64% to 80%) since completing the training and will continue to improve.

B&D Manufacturing believes that its next step for growth is to expand their presence in the South and Latin American markets. Having made large improvements to their organization, the AIME North program has given them a higher level of confidence to pursue these markets and meet its demands. As a result, the need for further expertise was identified. An Export Manager was hired to focus on the diverse cultural aspects of exporting they will encounter. The clear goals and the investment in training will go a long way to ensuring they meet their future growth and profitability.

As B&D Manufacturing provides many custom solutions to their customers, it’s fair to say that they will continue providing innovation for their clients and further their product developments – for the long haul.

For more information about the Yves Landry Foundation or the AIME program contact:

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