

AIME Success Story: Schauenburg Industries, North Bay, ON (2013)

Company Profile:

Manufacturers of engineered ventilation products for the mining, tunneling, forestry and other industries.

- **Country of Ownership:** Canada
- **Year Established:** 1969
- **Exporting:** Yes
- **Quality Certification:** ISO 9001
- **Primary Industry (NAICS):** Manufacturer/Production
- **Primary Business Activity:** Ventilation Ducting
- **Industries Served:** Mining, Tunneling, Forestry
- **Total Sales (\$CDN):** Approx. \$3,000,000.00 (2011)
- **Export Sales (\$CDN):** Approx. \$300,000.00 (2011)
- **Products and Services:** Flexible Ventilation Ducting, Fibreglass Ventilation Ducting, Fans & Fan Silencers, Dust Collectors, Cassette Systems, Inflatable Stoppings, Industrial Tarps, Curtains and Related Products, Portable Fresh Air Stations, Messenger Cable Kits, FRP Ratchet Straps and Velcro Bands, & Dog Agility Tunnels
- **Number of Employees:** 20 - 25
- **Geographic Markets:**
 - Ontario, Quebec, Sometimes Other provinces and overseas
 - *Export Experience:* US, Europe, Czech Republic

Background:

Schauenburg Industries Ltd. is a member of Schauenburg Group of Companies and has been established in North Bay since 1969. This revolutionary company continues to provide the mining, tunneling, forestry and other industries with engineered ventilation solutions.

Schauenburg Industries Ltd. is the only Canadian Manufacturer for *Fibreglass* Ventilation Ducting also competing in the market of *Flexible* Ventilation Ducting. In this highly competitive market, while innovation in the shape and size of Ventilation Ducting is fairly static, there is growth being attributed to the process itself and the responsiveness to customer's needs.

Don Croteau, the Managing Director of Schauenburg Industries Ltd, believes that their growth and continued success relies heavily on how they do business in relation to their customers' needs. "Providing service to our customers and being able to quickly respond: Getting the product to them as quickly as possible."

The main challenge addressed by Schauenburg Industries Ltd., during this period of growth, is in streamlining the production process to reduce or eliminate any bottlenecks. Upgrading machinery requires that the skill sets of existing staff are also upgraded and that any new employees develop their own skills to the same level.

Creating a Better Flow

Due to the growth it was experiencing, Schauenburg Industries Ltd came to the realization that in order to stay competitive and increase market share, they needed to hire more employees. While it benefits the community to have more jobs available, considerable training was required to ensure safety and efficiency in production. As Schauenburg puts tremendous emphasis on ensuring their staff are highly trained and efficient. To not train the



employees would have meant missing out on the opportunity for growth or leaving their customers to experience a slower response time.

With AIME Initiative North available to train employees in the manufacturing industry, such scenarios have not been the case. The acquired training for their production team has allowed them to operate the new equipment and better service their customers' needs for all their products.

Yves Landry Foundation Introduces AIME:

As a way to encourage growth and create a highly skilled workforce amongst Ontario Manufacturers, the Yves Landry Foundation, in partnership with the Government of Canada through FedNor created the AIME Initiative North to assist companies to be more competitive and innovative.

Through working with the North Bay Economic Development Office and the local Yves Landry Foundation office in North Bay, the opportunity to apply was recommended to Schauenburg Industries Ltd. After initial review of their application it was determined that they would qualify for the \$50,000 grant for a training program as they had just expanded and required training for their current staff as well as developing the skills of new employees. Schauenburg felt that the timing of this initiative and the assistance it provided couldn't have come at a better time for their companies' growth strategy.

Don Croteau attributes the success of this program to the concise application process and quick execution of the AIME Initiative North. Croteau's experience of the program's application process was that it was straight forward and even though it required many details, "We knew at the end of the day, if you're going to get back 30, 40, or 50 thousand dollars, it's all worth it."

A great benefit of this partnership was the attentiveness of The Yves Landry Foundation in recognizing where Schauenburg Industries Ltd required assistance with the application and effectively providing that assistance to move through the process seamlessly.

Bright light still at the end of the Duct:

Productivity will remain steady with new and previous production staff having accessed proper training. This also proves to be beneficial regarding sick days, leave, vacation, and for the succession of retiring employees over the next few years.

Along with expanding production workforce, Schauenburg Industries Ltd. also added new buildings to ensure that production remains efficient. Over the past two years, a 5000 square foot warehouse has been added to their facility and they have increased their office space to allow for growth in administrative positions within the company. Croteau is positive about the future of Schauenburg Industries Ltd. with the assistance of the AIME Initiative North stating, "We've expanded considerably in the last couple of years. Probably half our workforce is relatively new. As we move forward, hopefully we can hire even more people."

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

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