

Business Update

Brantford and County of Brant Economic Development Highlights

Spring/Summer 2012

FEATURED DEVELOPMENTS

Massilly Group Relocates Production to Brantford



The Massilly Group, a leading supplier of metal food packaging products worldwide has announced its subsidiary, Massilly North America Inc., will relocate and expand its North American production operations from Mississauga to a larger facility in Brantford, Ontario.

The company has purchased the 207,317 square foot, former home of Raymond Industrial Equipment at 406 Elgin Street, and brings a \$14 million investment to Brantford. They currently employ 70 highly skilled technical workers and have plans to expand, projecting the creation of 15 new positions in the near future.

Massilly North America Inc. provides Twist Caps, Capping Machinery and Easy Open Ends to the food and beverage industry throughout Canada, the United States, Mexico and South America.

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County of Brant – Open for Business!



The County of Brant is taking a pro-active approach to economic development and has identified a number of strategic priorities. Two major priorities are the development and the assessment growth of County-owned business parks.

The development and servicing of the Brant 403 Business Park is well underway with completion expected this fall. Once completed, services available to park businesses will include municipal water and sanitary, natural gas, hydro and telecommunications. With the County's extremely low tax rates, compared with regions in the Greater Toronto Area, and competitive development charges, the park is regarded as a premium location.

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BUSINESS BRIEFS

Wipro Technologies Open Technical Support Centre

Wipro Technologies is expanding its Canadian operations with the opening of a new technical support centre in downtown Brantford. The 65,000-square foot delivery centre, located in 1 Market Square, will be operational beginning April 2012 and create more than 500 local employment opportunities over the next two years.

The centre will initially provide services to the telecommunications industry, but will be developed to service multiple clients across industries providing high value, innovative, and customer care transformation solutions. The facility will be developed as a centre of excellence for the end-to-end enablement of mobile devices and consumer based services.

Over the next year, from the Brantford centre, Wipro intends to provide software development, testing, analytics, security and ongoing technical support services, enabling businesses to effectively implement enterprise and consumer solutions.

Chris Lord, Vice President and Country Head, Canada, Wipro Technologies, said, "The centre will further extend our local investment strategy and will enhance our capabilities to support Canadian clients with integrated global and locally provided services."

Headquartered in Mississauga, Ontario, Wipro has been operating in Canada for 15 years. Over the past two years, Wipro has intensified focus on the Canadian marketplace.

Mayor Chris Friel, City of Brantford, said, "We're very pleased to have an international company, such as Wipro, establish its Canadian operations centre of excellence here, leading our community forward into a knowledge based economy. The opening of this centre is a great opportunity for Brantford. It advances us towards our goal of a strong, diversified economic base that provides citizens with excellent local job opportunities, and helps establish Brantford as a progressive 21st century city."



Queensview Retirement Suites Comes to Paris



Nautical Lands Group has announced the development of the Queensview Retirement Suites at 70 King Edward Street, Paris. Ideally situated on a five-acre parcel of land, the complex will consist of 76 one- and two-bedroom suites in the main building surrounded by six villa homes that will be comprised of four studios per villa. Once completed, Queensview Retirement Suites will feature 100 units. Occupancy is scheduled to commence in summer 2013.

Residents of the villa accommodations will be provided with an exclusive, gold card membership allowing them to use a la carte services and amenities provided at the Queensview Retirement Suites main building and its common areas. Queensview will also be home to the local Seniors Club #99. Nautical Lands Group is thrilled to have the club as part of the community.

Nautical Lands Group is a leader in the design, development and operation of retirement communities throughout Ontario. This year they have been awarded "The Most Outstanding Retirement Village Plan in Canada 2012" award from Canadian Over 50s Housing Weekly News, which they will proudly accept in Toronto, June 19, 2012, at the awards ceremony.

Further details can be found at Queensview Retirement Suites' website at www.nauticallandsgroup.com or by contacting Antonio Leal, Director of Housing Sales & Community Relations.

Antonio Leal
705-250-5005 • tleal@nauticallandsgroup.com

Lanca Continues Downtown Revitalization



Lanca Contracting Limited and Blossom Ave Investments have purchased the former Castelli Bakery property on Dalhousie Street in downtown Brantford. The property will be the site of a six-story student residence with 100 to 160 beds.

"This new project is an exciting addition to the downtown revitalization," said Lanca president Nathan Lancaster. "We're proud to continue to be a leader in reconstructing Brantford's core."

Lanca is a general contractor that has completed numerous projects in Brantford and Brant County, as well as in Haldimand, Norfolk and Oxford counties.

Nathan's father Keith Lancaster started the construction company in 1972 and he is also the owner of Blossom Ave Investments. He remains with Lanca Construction as the company's senior adviser. Blossom Ave Investments has been constructing, managing and improving industrial and commercial space in Brantford for more than 25 years. The company has attracted clients from as far away as British Columbia and Texas.

Blossom Ave Investments recently purchased the property at 180 Dalhousie Street, which had been vacant for a number of years. In addition to that property, they also acquired adjacent properties to build this new residence.

Lanca has been in preliminary meetings with Laurier representatives and has been discussing various designs with them. The project is being timed to coincide with Laurier's increased enrolment.

"We're going to be getting rid of a vacant space in the downtown and putting up a very attractive residential building," Lanca said. "The time frame will depend on demand but we're planning for it to be ready by September 2014."

For more information, please contact Nathan Lancaster, President, Lanca Contracting Ltd. at 519-756-1880.

Massilly Group Relocates

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"Brantford is pleased to welcome Massilly North America Inc. to our growing business community. The City's Economic Development staff worked diligently to bring this new investment to our city and will continue to assist the company with the relocation process," Brantford Mayor Chris Friel said. "We look forward to Massilly North America Inc. joining our expanding network of manufacturing facilities."

The new facility will be fully operational in the fourth quarter of 2012 and the installation of new metal cap production and metal lithography lines will double current production capacity to almost one billion units annually. The facility will be designed to accommodate additional production lines for metal twist closures and other metal food packaging.

Thomas Bindschedler, CEO of the Massilly Group, said, "Brantford is an ideal location for us because of its close proximity to our core markets in Canada and the United States, its manufacturing-friendly business environment, and our ability to retain and add to our highly skilled workforce. Support from the local government and access to skilled employees from nearby Mohawk College and Wilfrid Laurier University were key to our decision."

Open for Business!

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The site is zoned M3-21, allowing for a wide array of uses, all of which are outlined in the County of Brant's zoning by-law. The by-law and other resources are available on the County's website at www.brant.ca.

Based on current market trends, the County has priced these lands using a two-tiered approach. Land that has direct Highway 403 frontage is priced at approximately \$125,000/acre and all other land at approximately \$75,000/acre.

The combination of ease of access, location, low taxes, competitive development charges, zoning and pricing has generated significant interest from a variety of companies. Contact us for more information and resources.

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NEW **Elite Valve Canada** has opened in 6,000 square feet at 445 Hardy Road, Unit 2. The company relocated their operations from Sarnia where they had been in business for over 20 years. Elite Valve manufactures custom steel and stainless steel valves and ships across Canada and the U.S. They employ five people. Contact Jim Walker, President, at 519-756-7758, for more information.

NEW **Hale Packaging Solutions** is a new company located at 109 Roy Boulevard, Unit 3. The company provides a full range of packaging solutions utilizing state-of-the-art product packaging equipment to meet any customer packaging need. Their 15,000 square foot facility accommodates all types of packaging services, including blister, shrinkwrap, skinwrap, powder, liquid and even assembly. They employ a staff of eight to 10 people. For more information, contact Andy Hale, President, at 226-381-2270.

NEW **Sunrise Warehousing Company Inc.** purchased the 180,000 square foot former Lumsden Bros. building at 79 Easton Road. The Vivian Group is the parent company of Sunrise Warehousing Company Inc., which provides third-party logistics for other Vivian Group companies (Solis Mexican Foods, MexiCasa, New Orleans Pizza) as well as for private label and other companies. Sunrise will employ 25 to 30 people at the facility. Approximately \$1 million has been invested in improvements to the building. For more information, contact Steve Price, VP of Supply Chain, at 519-349-2020.

NEW **Ceranovus Chemicals Inc.**, a division of GreenMantra Technologies, has begun operations in 25,000 square feet at 81 Elgin Street, Unit A. Ceranovus manufactures waxes that are an environmentally friendly alternative to petroleum based waxes. The company produces high quality synthetic waxes through the breakdown of plastics using a proprietary, patented process. Ceranovus serves all wax applications and wax using industries, including candle, PVC, packaging, construction board, rubber, inks, paints, coatings, textiles and adhesives. They employ five people. Please contact Pushkar Kumar, President & CEO, at info@ceranovus.com for more information.

CONGRATULATIONS

Congratulations, from the City of Brantford and the County of Brant, to the following businesses celebrating milestone anniversaries in 2012:

110 Years - Paris Kitchens

90 Years - Advantage Maintenance Products

80 Years - Paramount Printers (Brantford) Inc.

60 Years - Tri-Lad Flange & Fittings Inc.

50 Years - Emerson Climate Technologies, Printmate Graphics Ltd.

40 Years - Abcott Construction Ltd., Alufab Limited, Amjay Ropes and Twines Limited, Bialas Printing Limited, Brantford Air Centre Ltd. (Brant Aero), Fleetway Transport Inc., Fowler Metal Industries Ltd., Hawco Products Limited, Lanca Contracting Limited, McLean Foundry Limited

30 Years - Brantford Glass Inc., Gilbert-McEachern Electric Ltd., Koolatron, L P International Inc., L.C. Bakery Equipment Services Ltd., Maple Leaf Ropes Inc., Patriot Forge Inc., The St. George Company Limited

20 Years - ABC Recreation Ltd., Aevitas Inc., Allied Fabricators Inc., Brant Welding, Brantford Hydraulics Inc., Distributech Inc., Fab Print, Netchem Inc., Nuts to You Nut Butter Inc., Pro-Mar Electrical Services Ltd., R X Technologies, Refrigeration Components (RCC) Canada Ltd., Risidore Industrial, Signs & Engraving, Stone Straw Ltd.



Business Retention + Expansion Program

Brantford Recognizes Businesses



From left to right: John McAllister & Jeff McAllister, Owners, Canadian Shield Pavement Preservation Products; Alex Vervaeet & Louis Vilez, Owners, Vive Mechanical Inc.; Prakash Venkataraman, President & CEO, Redragon Oil & Gas Systems International Inc.; Jürgen Giesecke, Plant Manager, Northwest Rubber Mats Inc.; Chantalle McDonald, Owner, The Massage Pro; Pat O'Farrell, Canadian Sales Manager, Orian Rugs; Ron Sommer, President, Romco Industries Inc.; Greg Sommer, Operations Manager, SaniChill Inc.; Scott Cruise, Partner Crimson Foods

The City of Brantford Economic Development Advisory Committee and the Rotary Club of Brantford want the community to know the City is "open for business" and that positive things are happening with industry and manufacturing in Brantford. The committee's annual Industrial Appreciation event was held Friday, March 2, 2012, at the Brantford Golf and Country Club. This event marks the fourth year that the City of Brantford has partnered with the Rotary Club.

"Recognizing the valuable contribution that industry makes to the economic development of the City of Brantford is vital," states Committee Chair, Andy Molenaar. "Brantford continues to be an excellent location for new business, as well as existing business, to grow and succeed. Last year marked an exceptional year for Brantford as we welcomed 22 new industrial businesses to the city, the most in the last 15 years."

Twenty-two new industries were recognized: Romco Industries Inc., SaniChill Inc., Northwest Rubber Mats Inc., Crumb Rubber Manufacturers (CRM), Vive Mechanical Inc., Casey's Welding Service, Skid Jim Enterprises Inc., Brantford Self Storage, Roll-Tite Corp, Canadian Candle, Fort Henry Self Storage, Home and Leisure Group Ltd., Redragon Oil and Gas Systems International Inc., Thermal Pro Insulation, Canadian Shield Pavement Preservation Products Limited, Green Step Recycling Inc., The Massage Pro, Crimson Foods, Charles Jones Industrial, Orian Rugs, Klik-Klik Systems Inc., and Automodular Corporation.

Two Member Brantford Ambassador Awards were presented at the lunch event. Joy O'Donnell and Vic Prendergast were recognized for their efforts in promoting and contributing to Brantford's economic development.

For more information about the recipients and awards, please visit our website at www.brantfordbrant.com.

SMALL BUSINESS MATTERS

Franchising Your Business

Franchising your business can be a great way to grow your business. When you franchise your business, you allow others to use your brand, marketing and processes for a fee. Franchisees pay you for the use of the systems you've developed to duplicate your success.

Franchising your business takes preparation and is only a viable option for those businesses that are ready to franchise. Ask yourself these questions to see if your business is ready to become a franchise.

1. Can others duplicate your success?

Many successful businesses are successful because of the business owner, not the business' products or services. If your success is dependent on your own flair and skills, franchising your business is not the right option.

2. Do you have a unique selling proposition?

There has to be something unique about your product or service or something about the process for creating your goods that's difficult to duplicate. That doesn't mean that your product or service has to be exotic or groundbreaking. It's the unique and proven way the process is done or the service is delivered that makes it franchise-worthy.

3. Do you have a system that can be duplicated and monitored?

When franchising your business, you are providing a blueprint of the operations, training, marketing, financial and legal aspects of the company. Franchising a business is not for start-ups or businesses that haven't tested, optimized and proven their systems.

4. Do you have more than one location now?

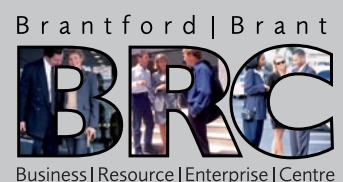
Deciding to franchise your business when you have only one location is risky. Until you've "transplanted" your successful business to another location at least once, you won't know how much of your business' success is dependent on local conditions.

5. Do you have the resources you need to franchise?

Developing your franchise concept will require both time and money. Besides the obvious costs, such as the expert advice of lawyers, accountants, and franchise consultants to help you put your franchise package together, you'll also need to market your franchise opportunity.

For more information and assistance, contact the Business Resource Centre:

www.businessresourcecentre.ca
519-756-4269
brc@brantford.ca



Business | Resource | Enterprise | Centre

DEVELOPMENT OPPORTUNITIES

170 Savannah Oaks Drive



Industrial building for lease in developing industrial park. Easy access to Highway 403. Tenant does own exterior maintenance. Property may be sold with extra land attached. Near Highway 403 and Oak Park Road.

Features:

Space Available:	36,248 square feet
Space Type:	Warehouse
Lease Type:	Modified Net
Date Available:	April 2012
Office SF:	1000 square feet
No. Dock-High Doors/Loading:	3
Clear Ceiling Height:	30 feet
Rental Rate:	\$4.75 CAD/SF/Year

For more information, please contact:
Kyle Hanna
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EDUCATION

Conestoga to offer Programs in Brantford

Conestoga College Institute of Technology and Advanced Learning will begin offering business programming in downtown Brantford in September 2012. The programs include a two-year business diploma program and a one-year post-graduate certificate in Human Resources Management, with plans to offer additional programs in the areas of business, media, health and community service in the future.

Conestoga joins Wilfrid Laurier University, Nipissing University and Mohawk College in downtown Brantford, enhancing the developing academic district and further providing opportunities for post-secondary education.

"Conestoga has a long history of delivering relevant, career-focused learning programs that develop the skills and knowledge that lead to personal and professional success," said John Tibbits, Conestoga president. "We are tremendously pleased to have this opportunity to work with the City of Brantford and our educational partners for the benefit of the local community."



CONESTOGA
Connect Life and Learning

www.brantfordbrant.com

Business Update

is produced twice a year by the Economic Development and Tourism Departments of the City of Brantford and County of Brant.

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