

SOLARCHEM ENVIRONMENTAL SYSTEMS

Selectively targeting the European environment market.

"The advanced industrial societies, like Holland and Germany, that can afford the best will buy the best." - Mr. Peter W. Smith, Vice President Marketing and Sales

Canadian operations

Solarchem builds the latest in toxic and hazardous waste clean-up equipment. The systems range in price from \$100,000 to \$1,000,000. They have, until recently, focused mainly on the rich U.S. market.

With 30 employees and sales in the \$10 million range, Solarchem is a small company that sees Europe as a prime market for expansion.

European operations

Solarchem has relied on its superior technology and sales agents to secure business in Europe. But it has recently undertaken to enter into a joint venture with a European firm, as Europe is the market with excellent potential for environmental products.

Important points

Solarchem's European partner will initially only be responsible for sales. All manufacturing will initially be done in Canada. This raises several points:

- * The Europeans are still so far behind in environmental technology that they basically accept North American standards, says Mr. Smith.
- * But, says Mr. Smith, "We are already beginning to see signs of competition in Germany."