

*Automatic solid-slate production machine, a unique system developed by Noma for the manufacture of Christmas lights.*

company, Noma Industrial Cords Company, in Scarborough, will soon take over Noma Inc.'s production of the range of power cords for the industrial market.

Operations of Noma Inc. also include Timex Tooling Enterprises, a machine-building department where models and prototypes are developed for evaluation and testing and, subsequently, integrated systems for production purposes are constructed in the form of dies, molds, and special computer-controlled machines.

Cable Tech Company in Stouffville, Ontario, is a specialized producer of flexible wire and cable which supplies the Noma companies and also the electrical industry and electrical contractors. They also produce copper rod for subsequent wire drawing operations. The company uses a continuous casting process which was

the first to be installed in Canada.

Other companies in the Noma group are: Beck Electric Manufacturing Company in Downsview, specializing in the manufacture of electrical wiring harnesses; Doubl\*Glo of Canada Limited in Scarborough, which manufactures an extensive range of non-electric Christmas decorations like glass ornaments, garlands, theme items, stockings, tree skirts and table decorations; Noma Decor Inc. in Weston, which offers a complete range of artificial Christmas trees from "table top" trees some 40 centimetres high to "northern highland" trees three metres high; Netron Inc. in Downsview, which is active in the development and marketing of Computer Aided Programming (CAP) which provides a means of automating the production of software; and Canadian Outdoor Products, Inc. in Brampton, which produces and markets power lawnmowers, snowblowers, garden tillers, lawn care tractors and related equipment.

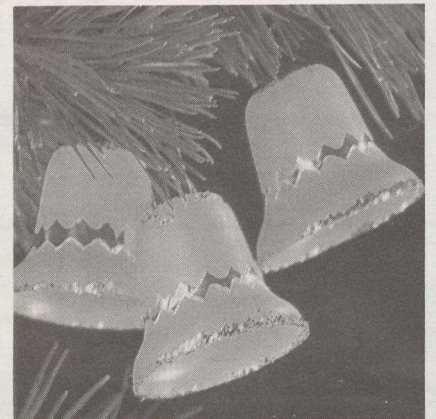
#### **International growth**

In 1972, the year Noma Industries became a corporate entity, the company established a subsidiary company in the United States. Beck Electric Manufacturing Inc., was set up in Stamford, Connecticut to market some of the Christmas and other Noma products in the United States.

In December 1983, Noma Industries Limited purchased the business of Noma World Wide Inc. of Chicago, a major distributor and manufacturer of Christmas lights and decorations throughout the United States. Noma World Wide was the former parent company of Noma Lites Canada acquired by the Becks in 1963.

Company officials expect a new era in the development of Noma's international business not only for Christmas products but for others in the diversified range of consumer products manufactured by the Noma group.

#### **Some Noma decorations**



*The parliament buildings in Toronto, Ontario, decorated with Noma lights.*

Jones & Morris