

headquarters has played with the notion of moving our responsibilities to the U.S. Some management felt that Vancouver was too remote, too small, had limited growth potential and thus recommended selling us.”

Open lines of communication and a superior relationship with the Chairman of the Board made it somewhat easier for the Canadian company to prove its worth. Today, management does not consider selling the Vancouver subsidiary.

Teleflex (Canada) Ltd.'s Established Credibility

Since 1974, net sales of Teleflex (Canada) Ltd. have increased over twenty-fold, to the present level of CAD 25 million. This growth has quadrupled the work force to the present level of 135. Almost 85% of the company's products are exported to 28 countries around the world, with 70%

of sales in U.S. markets. Customers include the U.S. army, Ford New Holland, Brunswick Corporation, Baltimore Mass Transit Authority, many diesel engine or marine distributors, as well as major boat builders.

In July 1991, Teleflex (Canada) Ltd. was the first B.C. manufacturer to achieve the prestigious Ford Q-1 quality designation. Statistical Process Control (SPC) has become routine, as has advanced quality planning and design for manufacturability. Access to quality and manufacturing technologies, and some market opportunities, are available from the parent corporation.

The Teleflex (Canada) Ltd. case study is interesting in that it illustrates and supports the theme outlined in this document; develop open lines of communication with the parent company. Teleflex (Canada) Ltd. demonstrates that doing so can help win and save mandates.