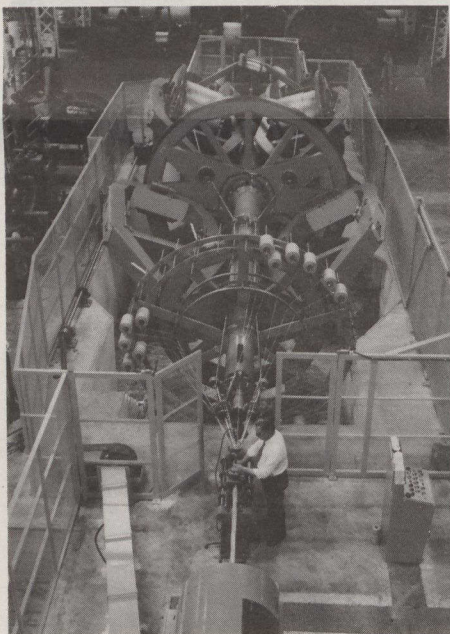


speed performance is that the bobbin does not rotate. Previously, conventional rigid cage stranders were limited by the tension fluctuations of the heavy bobbin rotating under high centrifugal force conditions.

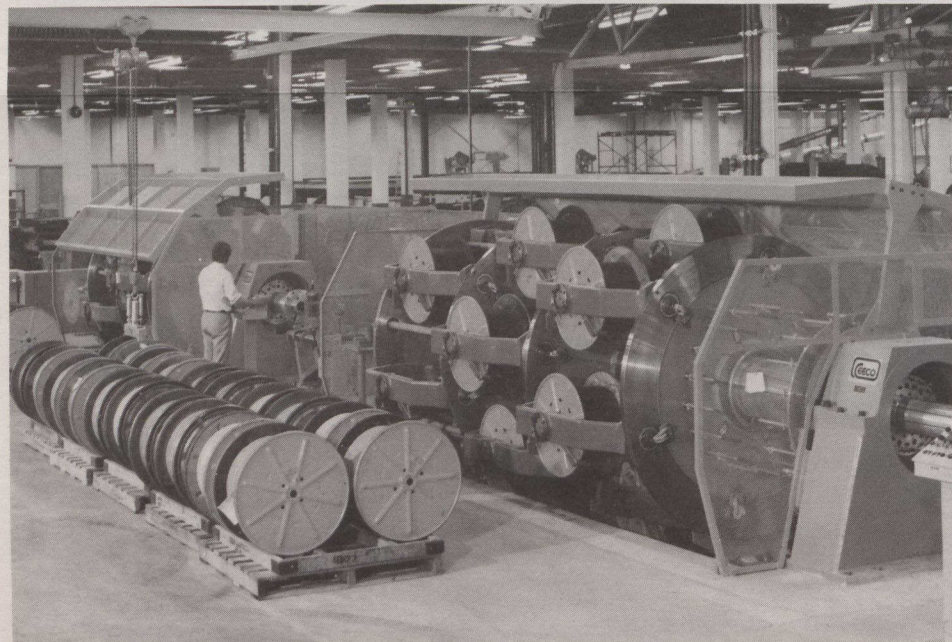
Customers continue to find uses for the principle of the non-rotating bobbin, outside the initial objectives, which enhanced its appeal even further.

#### Expansion of markets

After the company's early success in Canada, the growing market for its products in the Third World countries



*A five-bobbin planetary cage section with individual rotating payoff that can produce an assembly with six principal elements.*



*Planetary strander/cabler designed to accommodate 30, 76-centimetre bobbins.*

became obvious. They were beginning to develop their industries and the necessary electrical power generation and transmission services.

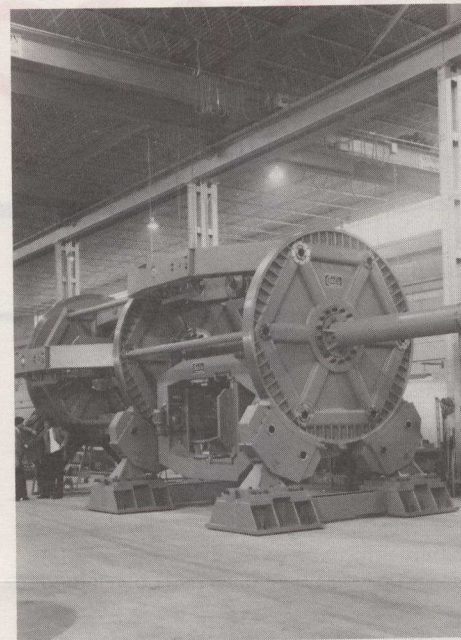
In order to spread design and development costs over a wider geographical base, speed delivery and service time and overcome the high tariff barriers in some countries, Ceeco began to establish operations outside Canada.

The company became sole owner of the Syncro Machine Company in the United States which simultaneously provided a manufacturing base in that country and added wire drawing systems to the product line. Interests were acquired in companies in Brazil and Mexico and a sales and marketing centre, Wicama Aachen, was established to serve Europe, Africa and Asia. Today, 95 per cent of Ceeco's customers are outside Canada and sales volumes have climbed to four times the level of 1975.

#### Over-all operation

Each company within the Ceeco group operates on a business plan and is monitored continuously to ensure that its objectives and performance are consistent with the over-all goals of the group. This entails a co-ordinated approach to research and development and a common manufacturing policy. All members of the group are capable of manufacturing a broad line of equipment and the over-all production program is decided on the basis of productivity and delivery requirements.

Manpower is another area which has been carefully rationalized. Within individual



*Heavy duty rope closer with reel for 50-tonne capacity.*

manufacturing plants each machinist has been trained to operate several machine centres, so one person can achieve optimum production each day. This provides an edge in international competition and means that, despite the cyclical nature of the capital goods industry, Ceeco's manpower remains relatively constant. People are moved to where the work is.

#### Production balance

A careful balance is sought in the combination of manufacturing existing products and developing new designs. The high overhead costs of new product development preclude devoting too much effort and expenditure at any one time to new designs for which the basic parameters are unknown. Similarly, limited manufacturing capability is not concentrated on any one machine, no matter how successful it has proven.

Over the past decade the requirement for customers for the provision of additional engineering expertise, beyond the supply of equipment has increased dramatically. This change has opened a whole new market for Ceeco in offering turn-key systems for contractors constructing major facilities.

Ceeco has received assistance from the government for research and development and today is in the forefront of the technology in rigid frame stranders and large closers.

*Further information can be obtained from Ceeco Machinery Manufacturing Limited, 65 Basaltic Road, Concord, Ontario, L4K 1G4. (From Canada Commerce, August 1984.)*