

Lumar Ideal (1981) Inc.

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Marketing Profile

Founded in 1967, Lumar Ideal is a designer and manufacturer of mechanical machinery (manual or electric) for meat tenderizing. These machines allow butchers, supermarkets and restaurants to transform tough pieces of meat into tender cuts and to maximize their profits.

The company has built a solid reputation for itself among multinational and independent firms. In Quebec, 90 per cent of the butchers and supermarkets own an ideal tenderizer. The variety of products offered responds well to the needs of a diverse clientele. Quality, dependability and after-sales service are the factors that put the firm in a leading position in Quebec and Canada for sales. Among the firm's clients are Provigo, Steinberg, Metro, Loeb and IGA.

Export sales have more than doubled over the past five years. European sales have grown rapidly with the establishment of a distributor in Holland. Distributors in Los Angeles, Sacramento, Phoenix, Michigan and Minneapolis provide both sales and after-sales service to the U.S. market. Negotiations for distribution in Mexico and South America are in progress.

Products/Services Available for Export:

Meat Processing Equipment