



Denim furniture is one of the most recent innovations of Dominion Textile.

Les meubles en denim sont l'une des plus récentes innovations de Dominion Textile.

Not only is Swift the world's largest producer of denim, it is also recognized as a leader in innovation and service excellence.

Researching new uses for denim, as opposed to the traditional jean market, Swift recently created a speciality denim group to find and develop unconventional, value-added applications for the company's product.

And while taking the hot retail appeal of denim from apparel into hard goods had occurred to more than one company in 1992, when Bernhardt began looking for a supplier with an extremely precise list of specifications, it was Swift that met the criteria.

Currently featured in 75 special Ready-For-Wear boutiques in leading U.S. furniture departments, the denim pieces run a full gamut of colour from blues to sagebrush, copper, black and red. It also comes in finishes that include reversible, weathered and worn, the baggy look, layered and classic

denim. The centre piece is a natural cream sofa, incorporating a unique, very sophisticated denim that is hand-painted by a textile artist.

And while it can be dry-cleaned, just like jeans, it is designed to fade slightly after a while becoming what Bernhardt describes as more friendly and comfortable with age, right on target with today's lifestyle.

Long called the fabric of North America, denim is washable, wearable and durable. All the things that make people feel comfortable and relaxed. And now, thanks to the innovative partnership of Swift Textiles and Bernhardt Furniture, one can have denim on one's chair as well as one's back.

Meanwhile, the back-to-basics movement in traditional jeanswear has positioned one Montréal company, a long-time client of Dominion Textile, more strongly than ever. That company is **Jack Spratt Mfg. Inc.**, an innovative family business founded in 1947 whose production

facilities are all located within a 100 mile (160 km) radius of Montréal.

State-of-the-art technology that sets the standard for the Canadian industry, enables the company to cut, sew and finish virtually all the garments of its Lee line with over 90% of denim produced in Drummondville, Québec, by Swift Textiles.

HELPING HIGH-TECH

Several of the new, emerging high tech companies profiled on these pages have been assisted by a Montréal-based organization that is itself the epitome of innovation.

Inno-Centre, with its over 30 corporate and institutional partners, 150 outside consultants, and highly qualified permanent staff, serves as a catalyst for the development of new high-tech businesses specializing in technological innovation.

In a two-year support program, the organization, whose motto is "To Conquer the World", advises entrepreneurs on their strategic business goals, provides access to an extensive business network, and facilitates the search for an access to funding. It also ensures regular follow-up in business management and helps the new business in its domestic and international marketing effort.

To be eligible for the program, a candidate must operate in a high-tech sector, have in-house international-calibre technical expertise, offer a technologically innovative product or product line, and have initiated, or be in the process of initiating, marketing efforts. The cost is a percentage of sales, as of the second year, based on a shared-risk, deferred-payment payback formula. ☛