

Sale to Barbados

Northern Telecom International Limited has announced the sale of \$10-million worth of high technology telecommunications equipment to The Barbados Telephone Company Limited.

The equipment, required by the Barbados Telephone Company to accommodate growth on the Caribbean island country, includes three remote equipment and line modules (equipment used to extend the reach of a central office switch beyond its normal range); a remote switching centre; three DSM-1Us, Northern Telecom's new 544-line digital subscriber carrier system that comprises a central office terminal and remote terminal placed near subscribers in congested areas; 3 000 Harmony telephone sets and a 7 680-line extension to the DSM-100 switch at Windsor Lodge.

In addition, the sale includes five SL-1 digital business communication systems, a variety of transmission equipment, and miscellaneous wire and cable.

Aid to Thai refugees

Canada will provide \$2 million for refugee programs in Thailand. The funds, to be provided by the International Humanitarian Assistance Program of the Canadian International Development Agency, will be divided between the United Nations High Commissioner for Refugees and the United Nations Border Relief Operation.

The total international relief operation in the area has four basic components: relief and assistance inside Cambodia; relief in the border area; holding camps inside Thailand; and support for affected Thai nationals. The Canadian grants will be used for relief in the border areas and for the holding camps inside Thailand. In the border areas, some 220 000 displaced people from Cambodia are given food, medical assistance and shelter; in the camps another 128 000 refugees receive basic facilities prior to repatriation or resettlement.

Since the Vietnamese invasion of Cambodia in December 1978, Thailand has borne the burden of a massive influx of some 800 000 Cambodians seeking refuge from the conflict. Although their number has been considerably reduced by repatriation and by resettlement in other countries, they will continue to need assistance in the foreseeable future.

Over the past few years, Canada has contributed \$27.8 million to the international effort to assist these displaced persons.

Ingenuity pays off for specialty products firm

A retired industrial executive has combined a love of invention with entrepreneurial panache to give a made-in-Canada twist to the advertising specialty products business, reports *The Globe and Mail*.

IDMD Inc. of Toronto stands for inventors, designers, manufacturers and distributors, and to that extent, according to IDMD president Harry Graham, his company has fulfilled the mission of its charter. In the current year, his 18-man plant in Toronto will produce close to three million injection-molded plastic products that will be shipped throughout North America and to Europe, the Middle East and Hong Kong.

"Usually the stuff is coming the other way — particularly from Southeast Asia back here," Mr. Graham said.

What makes the difference, he said, is originality. "They sell existing products already on the market and the buyer creates the concept. We sell new inventions and we deliver them as advertiser-specific promotional concepts."

Following are some examples of IDMD products:

- A pitcher for a 1.3-litre milk pouch produced by the Ontario Milk Marketing Board. The previous one would not allow the milk to sit upright and pour properly because it would air-jam halfway in. The board brought the problem to IDMD.
- A scale model of the IBM Personal Computer with uniquely designed utility compartments in the disc drive and "under the hood" that brought a "Special Design Award" from International Business Machines Corp. of Armonk, New York, has sold 200 000 units to date with orders for another 500 000. Approval from Northern



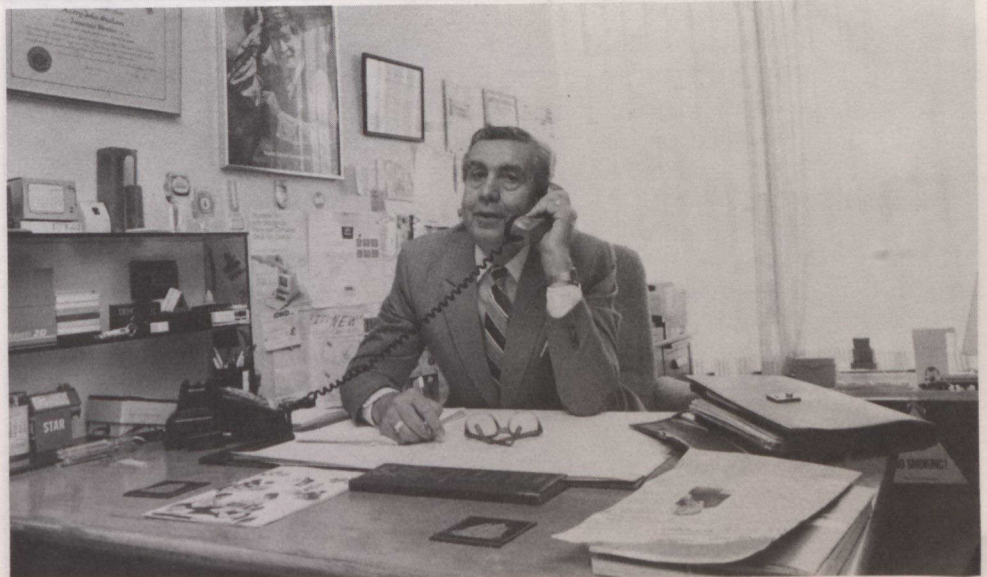
Some of the products made by the firm.

Telecom to build their Display Phone in a miniature disk similar to the IBM which will also be shipped around the world.

- An assignment from Montreal-based Molson Breweries of Canada Ltd. for its new Lowenbrau beer that led to the invention of a dual-purpose opener for screw and flip-top bottles.

In its four-year history, IDMD has picked up more than 50 major corporations as clients, including Air Canada, the Bank of Nova Scotia, Bata Industries Ltd. of Batawa, Ontario, and Canada Life Assurance Co. of Toronto. It has launched more than 20 of its own patented products and currently has five new products in development for national marketing organizations.

It has invented a new tree labelling device for provincial forest industries, a spray bottle with a triggerless pumping action and a disposable oil stick wiper for autos.



Harry Graham is a retired executive who now heads IDMD.