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Noma lights bright during Yuletide season

When Canadians light up their Christmas trees during the Yuletide season, it is highly possible that the lights will have been made by the country's largest manufacturer of Christmas lighting sets, Noma Industries Limited of Scarborough, Ontario.



The company, which manufactures a variety of Christmas lights and decorations, not only meets the seasonal demand for its products in Canada but also produces enough for export to the US and Europe.

Variety of decorations

For several weeks before Christmas, the Noma Industries produce strings of coloured lights, varied with "twinklites" and floodlights, life-size Santas, wreaths, lanterns and candeliers, for indoors and outdoors, as well as fire-retardant Christmas trees.

At one company plant, miles of coloured cables are processed into the various products while highly automated machines steadily digest thin green wire and turn out carefully measured "strings" complete with light bulb sockets.

According to the company's manager of Corporate Programs, G.F. Carter, Noma is

the only company in Canada which has an integrated manufacturing process. They begin with copper which is processed into insulated electrical wire and then, by an automated process, they mold the lighting sockets to the wire to produce lighting strings to which the light bulbs are added. The finished lighting set is then packaged and distributed through department stores, hardware chains and other retailers.

Diversified production

When the Christmas lights are turned off, however, there is no slowdown of activity in the company, as Christmas products represent only about 20 per cent of Noma's business.

Noma Industries Limited, which began in 1950 when Theresa

Beck and her son Henry Thomas Beck purchased a small company that manufactured cord sets, is a group of Canadian-owned companies specializing in the manufacture and marketing of a range of electrical and mechanical products for the consumer and industrial markets. The group comprises eight operating companies in the Toronto metropolitan region and two subsidiary companies in the US. Each manufacturing company or division of the Noma group is an autonomous entity under the control and direction of a president or general manager.

The largest Noma plant, Noma Inc., is in Scarborough, Ontario. For many years the hub of the Noma group, this facility produces Christmas lighting products, an external range of extension cords and cord products, battery cables and terminals, booster cables, and a range of electrical wire components for the automotive after-market. A new