

# SHARING TRADE SECRETS

## Products of Small Quebec Company Sold Worldwide

*A company does not have to be big to export worldwide. Product, price and quality will do the job, as Lippert Pintlepin Manufacturing Inc. has shown.*

This small family business, located in Rock Forest near Sherbrooke, Quebec, came into being about 30 years ago when Bob Lippert invented the pintlepin, which still bears his name. With it, conveyers for the pulp and paper industry can be installed one section at a time.

Previously, installation of a new conveyer belt on a production line was tremendously costly for manufacturers, requiring the complete dismantling of the old one-piece conveyer.

### Modest Beginnings

The company started in Bedford and moved to Magog in 1983 and on to Rock Forest in 1985, where it suffered a major setback when the premises were completely destroyed by fire.

"However, there was a positive side to the disaster," says Mrs. L'Nell Corriveau, the

inventor's daughter and the company President. "Not only did we rebuild everything, we expanded the premises and equipped it with the latest new technology."

The company has just completed another expansion, quadrupling its surface area — all to meet growing customer demand.

### An Export-Based Company

How Lippert overcame these difficulties and even benefited from them can be summed up in one word: exports.

In spite of its setbacks, the company launched immediately into exporting, a point of pride with Mrs. Corriveau. "As early as 1980," she remarked, "we had customers in the UK, the USA and of course Canada, while continuing our expansion on the foreign markets with the help of

the Canadian embassies and consulates."

Today, Lippert is exporting as much as 95 per cent of its products, including 70 per cent to the U.S., and the rest to some 20 other countries.

What is the key to the success of this little company of 35 employees (10 new ones since late October)?

### Meeting the Customers' Needs

The company, which already has more than 4,000 types of pintlepins in its panoply, always meets the specifications of its customers, most of which are companies that manufacture conveyers.

André, Mrs. Corriveau's husband and Vice-President of Production, said, "all of our pins meet the quality standards, specifications and needs of our customers. We have a whole array of pintlepins suited to any type of conveyer on the market. If the client needs a pintlepin that doesn't exist, we invent one to meet his requirements."

Pintlepins are made using one or more filaments, together or separated, out of nylon, polyester or peek, depending on the requirements of the customer, who can choose the raw material for the pins and provide the

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CANADEXPORT

ISSN 0823-3330

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Telephone: (613) 996-2225  
 Fax: (613) 992-5791  
 Publishing: BOÎTE NOIRE  
 Circulation: 40,000



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