

SHARING TRADE SECRETS

Atlantic Canada Crafts and Giftware Shine in the U.S.A.

The Atlantic Trade Winds Agency Showroom — “believed to be the first of its kind set up by a grouping of provinces and the Federal Government,” according to Canada’s Deputy Consul General and Senior Trade Commissioner in Boston, Paul Desbiens — promotes Atlantic Canada crafts and giftware products in New England... and beyond.

The Showroom, which opened last July in “The Centre”, located in Bedford, just outside Boston, has already seen some impressive successes.

Instant Success

Of the 12 companies — three from each of the four Atlantic provinces — that set up shop in July, four “graduated” within less than two months, having found permanent marketing agents.

Even more spectacular, of the four other companies that were rotated in to take their place, one became an instant hit as it found an agent within 24 hours of displaying only a partial line of its products.

The success stories below give a short profile on these four plus one “graduating” companies.

Nibo Industries Ltd.

This Grand Falls, New Brunswick

company, specializing in candles with a difference, found an agent in the US thanks to Trade Winds.

“This is our first foray into the U.S.A.,” says President Carl Nickerson, “and we already have another serious agent lined up there.”

As a matter of fact, this is the small, family-based company’s first venture into the world of exports.

What separates Nibo from the competition is the quality of its “Fond Moments” scented candles offered in display cases of varying sizes.

Nibo’s strategy was based on getting its feet wet — slowly.

“We successfully tested our products through private sales first,” says Nickerson, “a strategy that has paid off as sales to stores are now growing by leaps and bounds.”

For more information on Nibo, contact President Carl Nickerson. Tel.: (506) 473-2272. Fax: (506) 473-7130.

Knob Hill Gallery

Right at the first show at The Centre, in July, Knob Hill was approached by a US marketing agent, all the while selling successfully at The Centre itself.

Located in Fredericton, New Brunswick, the Gallery is adding some 10-20 new stores a month as outlets for its high quality framed prints of originals by Gallery Artist-President Catherine Karnes Munn. “We wouldn’t be in New England now,” she says, “were it not for the opportunity offered by The Centre.”

“You can’t do business in the U.S.A. unless you have a good sales rep working for you,” Munn advises.

In addition to having been offered the opportunity to exhibit at The Centre, Knob Hill also received help from the Department of Foreign Affairs and International Trade (DFAIT) when it participated at a show in Atlanta, last January.

“Federal and provincial governments offer good help and advice,” she suggests, “and it is all there for the asking.”

For more information on the Gallery, contact President Catherine Karnes Munn. Tel.: (506) 450-1986. Fax: (506) 458-8975.

Canoe Cove Studio

As a young company founded just over two years ago, with five full-time people and a couple of

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