

# SHARING TRADE SECRETS

## BACKING INTO U.S. MARKET NO ACCIDENT

*Selling safety features is the easiest thing in the world -- in theory -- but when it comes to practice, it can be a tough sell, even with the best of products like those of Global Sensor Systems Inc.*

The small Mississauga-based company has been manufacturing and selling infrared sensor systems to prevent vehicle backing accidents for close to 19 years.

But that doesn't mean that it has hit the big league, with annual sales of just \$1 million, some 70 per cent to the U.S.A.

"It's a difficult market to push," says Global's General Manager Ray Glenn. "It's a long process and it takes a lot of discipline," he admits, "because everybody talks about safety but few people are willing to spend on it."

### Superior product

There are three basic types of infrared sensors, explains Glenn: heat sensing (as used by police); motion detecting (as in the motion-sensitive lamps); and Global's (an active modulated infrared system).

"Our sensor, which is mounted on the back of a vehicle, is automatically energized when the vehicle is backing up," explains Glenn, "so that any object — hot or cold, moving or stationary — coming within the range of the sensor will automatically activate the brakes."

In addition to bringing the vehicle to an immediate stop, the sensor control box will flash a yellow

signal light as well as emit an audible warning to the driver.

In the event the vehicle must be backed up tight to an object (i.e. loading dock), the driver can override the automatic braking fea-

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ture. A red light will illuminate and the sonalert will begin to sound intermittently on the control box. This intermittent audible warning will change to a solid audible warning when any object enters the sensor range.

"This way," say Glenn, "we have the risk problem covered three ways: automatic stop as well as visible and audible warning."

According to Glenn, many companies have come on the scene with competing technologies, but none has been able to perform competitively with Global's active modulated infrared system.

### U.S. key market

"Several U.S. companies have tried to take over our business," admits Glenn, "but all unsuccessfully, including a larger U.S. firm that recently devised an ultrasonic technology.

"As a matter of fact," says Glenn proudly, "we have inherited

that company's business too."

Small wonder as the 9-employee strong privately-held company started exporting to the U.S.A. almost from the word go. With improvements and modifications to the control box and sensors over the years, it continues to outperform the competition, including documented cases where the system

has saved lives.

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But in addition to distributors in Florida and Georgia, the company is starting to put more and more effort into the U.S. West and South West.

As part of that strategy, Global will be participating in the upcoming Waste Expo '96 to be held in Las Vegas in May.

"We have always made good use of trade show participation along with the Federal Government and backing from the Department of Foreign Affairs and International Trade," says Glenn.

"The Canadian Embassy and

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— U.S. Key Market