

## **Wexxar Packaging Machinery Limited**

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### **Marketing Profile**

Western Packaging Systems Ltd. manufactures equipment for the automatic forming and sealing of cases made from corrugated paper board. The company was established in 1976 by principals with extensive background in the field of packaging and having several novel ideas for the technology of such machinery. With unique designs, innovative marketing techniques and dedication to customer problem solving, in only four years the company spread its sales through agents and distributors across Canada, into the United States and offshore markets. Strong growth necessitated an increase in manufacturing space and the opening of a marketing-distribution centre in Chicago to serve the United States.

Focusing its field of expertise, the company has developed many technical concepts: all mechanical case separating and erecting, reliable and clean running cold glue-spray case-sealing, extremely compact but robust equipment design and a wide range of features to accommodate customer needs. The company serves a diverse clientele; many large multinational corporations are repeat customers, with over 20 Wexxar machines in operation.

Major export orientation has resulted in 65 to 70 per cent of production being sold outside Canada. In 1984 Western Packaging was the recipient of the prestigious Canada Export Award, given to only 14 companies in the country. Wexxar equipment has been sold to over 30 countries, a significant achievement in light of strong competition from most developed nations.

Sales are conducted through sales agents and distributors with technical service capability. The company is seeking similar representation for any area in the world not presently serviced.

**Products/Services Available for Export:**  
Set-up/Forming/Closing/Sealing Machinery, Case

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*Department of Foreign Affairs and International Trade  
Directory of Canadian Exporters of Packaging and Labelling Machinery*