

Wrebbit Inc., which in less than three years has sold over two million three-dimensional jigsaw puzzles in over 45 countries.

Convinced that he could brew a better beer and that Québec consumers would provide a loyal following for it, McAuslan, who had been brewing for his own consumption for over 25 years, quit his post as a senior administrator at a major Montréal college in 1987.

For the next two years, he dedicated himself into turning his vision into reality. An English brewmaster was hired to develop the recipe for St. Ambroise and McAuslan, along with Ellen Bounsall, a biologist who trained as a brewmaster, set about the important task of establishing the brewery's reputation for distinctive beers. Beers that have since been acknowledged by critics internationally as among the world's best.

Shortly after the first draft beer was produced in early 1989, McAuslan Brewing became the first micro-brewery to offer its product in bottled form. It is also the first to offer beer in 5-litre kegs.

Today, with four brand name beers, and an annual production capacity of some 20,000 hectolitres or almost 250,000 cases, the company is enjoying healthy sales throughout Québec, Ontario, and Vermont. They also see limited distribution in Massachusetts, New Jersey, Connecticut and Washington, D.C.

Like McAuslan, Gallant too had a dream. To create and market the world's first 3D puzzle designed to appeal to not just children, but also adults and model builders.

Having designed puzzles in the mid-1980s while director of merchandising at a company producing toys and games based on CBC television programs, he was determined to create something truly unique. Replicas of actual buildings and landmarks in Montréal and around the world in 3D jigsaw puzzle format, comparable to what Lego brought to the world of construction toys.



A world first, the 3D puzzle, is created by Paul Gallant at Wrebbit Inc.

Le puzzle 3D créé par Paul Gallant de Wrebbit Inc., une première mondiale.

He tried cardboard. It failed. Then one day, a sample set of polyethylene foam landed on his desk from England. It was supposed to be used for another product. Instead, Gallant decided it was the perfect material for his puzzle.

A special glue was developed that allowed the computer-enhanced design to be laminated on the foam. And an inventor friend custom designed a machine to separate the thousands of interlocking pieces after they were cut.

Today, Wrebbit employs about 130 people and some 10,000 puzzles are produced daily at the company's 34,000 square foot plant. In late 1993, his puzzle won first prize at the prestigious Tokyo International Toy Show, where some 2,000 companies exhibited, and a contract was signed to supply Disney stores with replicas of the Cinderella Castle and Haunted Mansion.

TEXTILES

Other leading stores and boutiques in the United States are reporting phenomenal sales of an entirely different product, but one no less innovative. Namely, Ready-For-Wear furniture.

The material is denim, created specifically for the Bernhardt Furniture line by **Swift Textiles**. Swift is a division of Montréal-based **Dominion Textile Inc.** which began operations in Canada in 1905 and today is a leading international producer and marketer of textiles and textile-related products on five continents.