

Waterloo Furniture Components Ltd.

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Products

Computer keyboard support mechanisms
Furniture and cabinet fittings

Export Contact:

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Company/Product Information

Waterloo Furniture Components Ltd., originally Waterloo Metal Stampings Ltd., was purchased in the early 1950's by three local entrepreneurs. Today, as a member of the Valhi Group of Dallas, Texas, Waterloo has established distribution throughout North America and has expanded marketing activities to a global level through an international network of representatives.

The product offerings have changed over the years from sofa bed mechanisms and recliner mechanisms to today's mix of primarily drawer slides and computer keyboard support products. New product development has played an important role in Waterloo's continued growth.

Constant development has brought Waterloo to the position of a leading manufacturer of precision ball bearing drawer slides throughout North America, and the world's largest manufacturer of computer keyboard support products. This firm believes it is well poised for the expanding global markets.

GEOGRAPHIC MARKETING PRIORITIES/STRATEGY

Although the main language for Waterloo is English, in-house technical and sales staff are available to effectively communicate in German, French, Spanish and Portuguese. New markets and an expansion within current distribution networks are being sought in Germany and Central Europe.