

Bloemhof Industries

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Marketing Profile

Bloemhof Industries Ltd. has been manufacturing quality bakery equipment since 1963. The company started out with one model - the B&B bread and roll moulder - and through continual R&D, they now manufacture a total of 13 different models. Bloemhof has built a reputation on high quality, reliability and competitive prices. The company represents one of the few manufacturers in Canada for this type of specialized equipment including bread and roll moulders, sheeter/moulders, pizza rollers, bench sheeters and air baggers.

A network of dealers has been established throughout Canada, certain parts of the United States, as well as Panama and Australia. In most instances, dealers are responsible for set-up and service. Replacement parts are well-stocked, are readily available, and can be despatched the same day by air parcel. Bloemhof equipment is designed for use in supermarket in-store bakeries, franchised bakeries, small to medium sized shops, and bakeries in large hotels and restaurants. Major clientele in Canada includes: Safeway, IGA, Save-On-Foods, Overwaite, Miracle Mart, Steinberg, Loblaw's, Oshawa Foods and other small chains. Hy-Vee stores in the American Mid-West, Meijer Stores in the American Great Lakes Region as well as the new Miracle hotel in Las Vegas are some of the major users in the United States.

Export marketing efforts are concentrated mainly on the U.S. where the company hopes to expand its dealer network to cover the entire country. Efforts include advertisements in the national trade magazines and participation in all major bakery trade shows. Sales to the U.S. market account for 50% of total sales. Sales to Latin American countries have increased significantly. Two B&B860 Bread and Roll Moulders and one Simplex 4-24TRA are now in use in Moscow. Contacts are also being pursued in China and Great Britain. Bloemhof is also interested in expanding market coverage to the Pacific Rim countries (A senior staff member is fluent in Chinese and has experience in doing business in that region).

Products/Services Available for Export:

Bakery Products Equipment

Bread and Roll Moulders