

TRI-STEEL INC.
Montreal, Quebec

Consideration of life-time economics, not just of initial price, has been a successful export marketing strategy of Tri-Steel Inc. The designer and manufacturer of transmission line towers, radar, microwave and communications towers is frequently not the low bidder, but when installed costs, durability, versatility and other factors are considered, it is usually the most economical. The company has won a number of U.S. military contracts and has displaced a U.S. domestic supplier. Stringent quality control is another factor which has assisted the company to compete successfully against industry leaders from France and Italy.

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For more information on the Canada Export Award Program and Canada Export Trade Month, contact:

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- ° MORE EXTENSIVE SUCCESS STORIES ON THE WINNERS AND HONOURABLE MENTIONS ARE AVAILABLE.
- ° PICTURES OF THE 12 CANADA EXPORT AWARD WINNERS FROM THE CEREMONY ARE AVAILABLE UPON REQUEST.