

# European Chemo-Technical Products Company Chooses Waterloo

Home to more than 1,000 manufacturers, Canada's Technology Triangle in Waterloo, Ontario, continues to attract new foreign investors. The latest addition is WEICON, a German manufacturer of specialty products used in industrial production, maintenance and repair that currently exports to 71 countries worldwide.



**W** "We chose Canada over the United States because the Canadian government provides a great deal of support to investors and makes the whole process so much easier," explains Kevin Jüngel, WEICON's North American vice-president. "We had contacts in the Waterloo region already, so we were aware of its close proximity to the Greater Toronto Area and its position as one of the most important manufacturing corridors in Ontario."

"Another critical factor in choosing our North American headquarters was the high quality of life that it would offer to future employees," Mr. Jüngel notes. The region offers six conservation areas and more than 3,000 acres of parkland, an attractive cost of living index and short commutes to work.

## Getting grounded

WEICON was founded in 1949 in Germany, and has been distributing its products to the North American market for decades. "To really expand into the North American market, though, we recognized that we needed to be on the ground," Mr. Jüngel says. "Only then could we offer the flexibility that our customers were looking for in their suppliers."

The Canadian WEICON facility opened on September 2008, and provided 1,500 square feet of office and warehouse space. Since then, Mr. Jüngel has recruited two colleagues to join him. As of April 2009, he is looking forward to expanding into a 4,000-square-foot space.

"I foresee that the North American headquarters will follow in the same footsteps as our other international office in Dubai, United Arab Emirates," Mr. Jüngel says. "We opened the Dubai office only four years ago, and already it has expanded to 10 employees."


John Jung, CEO of Canada's Technology Triangle Inc., also sees growth potential. "WEICON is strategically positioned for growth in this region, with access to a strong manufacturing cluster, industry networks and business support," he says.

## Hard times bring opportunities

While some businesses might find the current economic climate a tough time to invest, WEICON sees it as the perfect opportunity. "When times are good, people just don't have the time or willingness to explore new products and ways of doing things," Mr. Jüngel says. "But now that everyone is trying to tighten their belts, they are more interested in learning about alternatives and to hear how our products can optimize productivity."

One of WEICON's newest products is an example of how a company can wring the most out of every dollar. The Alu Grinding Protection spray improves grinding results by up to 350 percent, because it prevents clogging. This increase in performance reduces the per-piece wage cost by up to 70 percent.

WEICON also works to continually enhance its existing products. In its latest offering, the company has created a new dispenser for its popular one-component anaerobic sealant. This product, called WEICONLOCK, is unique to the market because it handles like a pen, which not only makes it easier to apply but also allows for better and more accurate dosing.

"Our experience has shown that North American manufacturers appreciate our high-quality European products, and we're looking forward to building strong partnerships with Canadian industrial wholesalers," Mr. Jüngel says. 

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*Kevin Jüngel,  
Vice President,  
WEICON, North America*