

UNITRON INDUSTRIES LTD.

Establishing a strong base of operations in Europe.

"We have no problem serving the European market from our German base."

- Fred Stork, President and CEO

Canadian Operations

Unitron is a medium-sized company that manufactures hearing aids. All R&D, and the majority of manufacturing, is done at the Kitchener, Ontario plant, with product being sold in the U.S., Europe and other markets around the world.

European operations

Unitron's central base of operation for Europe is located in Germany. The German office takes care of sales, service and does some custom manufacturing.

Wholesales agents are located in Italy, France, Switzerland and Scandinavia.

Unitron is involved with the German Association of Manufacturers, the International Electrotechnical Committee, and the Food and Drug Administration (FDA) in the U.S.

Important points

Dr. Horst Arndt heads Unitron's R&D group. He feels that Europe 1992 is probably an additional level of bureaucracy to deal with in doing business in Europe.

The European countries all operate with the same standard as a base, but there are national differences. It is the job of the local sales agents to inform the central German office of these differences so that appropriate samples for testing may be forwarded from the Canadian plant.