

## **Atlantic Promotions Inc.**

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770 Guimond Blvd.  
Longueuil, PQ  
J4G 1V6

Tel: 514-871-1671  
Fax: 514-651-2344

### **Products**

Car mats  
Snow brushes  
Sealants

### **Export Contact:**

Mr. Yvon Rodrigue, Export Director

### **Company/Product Information**

Founded in 1964, Atlantic Promotions Inc. is a Canadian company with more than 160 employees in Canada. Offices and distribution centres are located in Montreal, Toronto and Vancouver. The company is also active in the U.S., with a subsidiary in Chicago.

Atlantic Promotions Inc. distinguishes itself with a marketing strategy which involves intensively televised promotional advertising in order to presell its products to the consumer.

The company manufactures household items and car accessories, and is also an exclusive distributor for many well-known products. Major customers are in all segments of the market, from large department stores and supermarket chains to drug stores and hardware outlets.

### **GEOGRAPHIC MARKETING PRIORITIES/STRATEGY**

Atlantic Promotions is searching for distributors and/or agents to export its products and promotional techniques to Europe.