

"Stripping is a manual process that's very labour-intensive, time-consuming and wasteful," said David Watson, **Ultimate Technographics'** President. "Having come from a printing background myself, I realized that it could really help printers if we developed a product that could automate this process. At the time, nobody else was thinking about supplying this kind of software solution to the printing industry. To me, it seemed like a logical niche market."

Realizing the product's potential, Watson and four colleagues decided to aggressively pursue the export market. "We realized we had a world-class idea and product, and that if we didn't get it out there first then somebody else would beat us to it," he said.

Their perseverance paid off. In just five short years, **Ultimate Technographics Inc.** has over 4,600 software installations and 100 distributors in 35 countries, including the United States, Japan, England, Italy, Germany, France, Sweden, Mexico, Australia and Russia. These export markets make up 97 percent of its total sales. More than 40 employees now work for **Ultimate Technographics**, an increase of 60 percent over the last three years.

Ultimate Technographics' export success is due, in part, to assistance from such federal government departments as the Department of Foreign Affairs and International Trade and the Export Development Corporation, says Watson. "They helped us identify pertinent international trade shows and gave us solid marketing advice and assistance," he said.

But the company's runaway success can be ultimately based on two simple tenets — saving customers both money and precious time. "For an ever-growing number of *Impostrip* users, their investment has paid huge dividends. With our product, they've increased their profits, product quality and productivity, while reducing overtime, material, space and equipment costs and eliminating production bottlenecks," Watson said. "For instance, one of our customers was able to reduce the time it took to print user manuals for an international computer company by up to two weeks. Because their client could get their product to the market this much faster, they made millions of dollars extra in sales. My customer was happy because their client was happy. It was a win-win situation for everybody."

VERSATILE FARM EQUIPMENT OPERATIONS (Ford New Holland Canada Ltd.)

Winnipeg-based manufacturer continues to reap export rewards and quality awards.

When **Versatile Farm Equipment Operations** revs its export engines, its competitors take notice. **Versatile**, a division of Ford New Holland Canada Ltd., designs and manufactures large two- and four-wheel-drive tractors for the agricultural industry. Based in Winnipeg, Manitoba, the com-

pany's exports improved by 600 percent over 1992, and make up more than 85 percent of its total sales. **Versatile** is Canada's only agricultural tractor manufacturer.

The United States is by far the company's largest market. However, **Versatile's** farm equipment is also sold in Europe, the Asia-Pacific region, Australia, Africa, the Middle East, and Latin America, said Paul Soubry, the company's General Manager.

"We're very excited about the significant increase in export sales we've experienced in the last two years," said Soubry. "We are successful because we've introduced new, state-of-the-art tractors to the market, and we also have access to a sophisticated distribution structure covering more than 100 countries, thanks to our parent company, New Holland n.v., a wholly-owned subsidiary of Fiat S.p.A."

In addition, said Soubry, the Winnipeg plant was recently awarded the world manufacturing and engineering mandate for the new *Genesis 70* two-wheel-drive tractor. "This has positively affected sales, especially to the highly competitive North American marketplace where we compete with other world class manufacturers," he said.

In 1993, New Holland n.v. presented **Versatile** with the prestigious *Qualitas Award* for outstanding achievement. The *Qualitas Award* is given only to New Holland plants that have demonstrated continuous improvement and have obtained the highest levels of customer satisfaction.

Located on 45 acres, **Versatile** boasts 773,500 square feet of manufacturing and office space. Formed in 1945, the company currently employs 760 people.

Another reason for **Versatile's** success is that it consults directly with its own people, as well as customers, suppliers and distributors, to find out how to improve its tractors to meet the market's demands. "We believe that quality and teamwork are vital components of success," Soubry said. "For instance, for the design of our popular *Genesis 70* series of tractors, it was a team effort from day one."

WATERSPRING BED COMPANY INC.

Sweet dreams bring big sales for Mississauga, Ontario, exporter.

Restless sleepers around the world can now have sweet dreams, thanks to **WaterSpring Bed Company Inc.**

For the past eight years, the Mississauga, Ontario, company has designed, manufactured and sold softside *waterbeds* and *aqua pads* to more than 20 countries. Exports made up 84 percent of the company's millions of dollars of sales this year, an increase of 136 percent from last year.

What makes **WaterSpring's** beds and *aqua pads* so special? "Innovation combined with quality, pure and