



COSSELLA DÖRKEN



\$8.5 million joint venture records a big first year in high-tech liners

A year after its grand opening, the Cosella Dörken Products plant at Lincoln, Ontario, is increasing production and market share rapidly and management is projecting a banner year for sales in 1997.

Two partners, Canada's Cosella Products Inc. and Ewarld Dörken AGH of Germany, launched the facility as an \$8.5 million joint venture in March 1996. Located in the prosperous Niagara Peninsula less than an hour from the Canada-U.S. border, the plant's main products are heavy-duty liners made of polyethylene which incorporate sophisticated "air gap" and other protective technologies. Builders use the liners to sheathe basements and other foundation structures from the destructive impacts of ground water, cold and condensation. Demand for these products is keeping pace with construction in North America — which is to say, it is booming.

The German partner, Ewarld Dörken AGH, started in the paint, varnish and enamel business 105 years ago and expanded into roofing felt and plastic liners in the 1960s. The company is now Europe's largest manufacturer of scientifically-designed protective membrane sheets for the construction industry.

Dörken's liners protect major structures throughout the world such as the Chunnel linking Britain and France, the Carmelite Tunnel in Israel, the Thika Dam in Kenya, Japan's Shiroyama Tunnel and subway tunnels in Germany, Turkey, Greece and other countries.

The Canadian advantage

Canadian businessman Joseph O. Vaccarella founded Cosella Products Ltd. in 1990, as a distributor of products for the construction industry. Even before the joint venture, Cosella had teamed up with Ewarld Dörken in 1992 in the first introduction of Dörken's unique DELTA MS® air-gap lining material in Canada. The Lincoln plant now manufactures this product for the Canadian and U.S. markets, selling it through concrete and building material dealers in both countries.

"Why did Cosella Dörken choose Canada as its base for the North American market?", *Canada Investment News* asked Mr. Joseph Vaccarella, president of the joint venture company.

"Several reasons", said Mr. Vaccarella. "To name just four: closeness to the U.S. market, a knowledgeable workforce, good transportation links and the welcoming attitude of an interested and accommodating municipality. Lincoln saw the opportunity to create a new business and more jobs and went to great lengths to make us welcome here." ♦