

marketplace. "Our attention to future applications, as well as the continuous improvement and strategic marketing of our existing products, such as digital switches and digital trunks, will help enhance **Mitel Semiconductor's** reputation as an export leader," said Mandy.

"**Mitel Semiconductor** has succeeded where others have failed because we offer our customers the services of our design engineers, who provide outstanding assistance for the design of state-of-the-art communications systems. This highly-valued assistance is either hard to access, or non-existent, at other semiconductor companies," he continued. "This attention to detail is a big draw for our customers. They know that they can rely on us for products that are sophisticated and superior, and for continuous follow-through to ensure that their designs are the best that they can be."

**Mitel Corporation** is an international manufacturer of business telecommunications systems, public switching systems, semiconductor and PC communications products, network enhancement and gateway products, and systems development software components. In fiscal 1994, the company had revenues of \$496.4 million (Cdn), and has sold more than 173,000 PBX systems in over 80 countries.

## NADEAU

(Division, Shermag)

Product, people, price, promotion, place,  
and plant efficiency — the six "P's"  
of Nadeau's export success credo.

**T**he six "P's" of marketing have given **Nadeau** (Division, Shermag) a leg up in its export ventures.

"Product, people, price, promotion, place and plant efficiency — we concentrate on ensuring we beat our competitors in these six areas," said Aurèle Turcotte, **Nadeau's** President. "We make a quality product, we believe in teamwork, we give excellent value for money, we know our markets, we use our sales tools effectively, and our manufacturing plant runs smoothly. These elements have helped cement our success both at home and in the United States."

**Nadeau**, founded in 1946, designs and manufactures high-quality, solid maple and veneer bedroom, dining room and juvenile furniture. With its manufacturing plant in St-François de Madawaska, New Brunswick, and its marketing office in Boucherville, Quebec, **Nadeau** has taken the U.S. market by storm ever since it started exporting its "Atlantic Collection" of furniture there just three years ago. In 1993, exports to the U.S. made up 41 percent of **Nadeau's** total sales, up from 7 percent in 1991.

"Our furniture graces bedrooms from New England to

California," said Turcotte. "We give our customers what they want."

What they want is mass-customized, rather than mass-produced, furniture to suit their unique demands, said Turcotte. "We have 250 items available in 20 different colours," he said. "As an inspiration to our furniture design, we look at the trends and colours in the fashion world. Today, furniture is fashion, not just a commodity. People buy it to meet their functional needs as well as to reflect their individual lifestyles."

**Nadeau's** parent company, The Shermag Group, is an industry leader in the design and manufacture of residential furniture. The largest enterprise of its kind in Canada, with six divisions, Shermag employs more than 700 people. **Nadeau**, Shermag's fastest growing division, employs 130 people

**Nadeau's** success lies in not only selling a quality product, but by being in the right place at the right time at the right price, said Turcotte.

"We participate in the big furniture trade shows and keep our ears to the ground," he said. "We pay close attention to what North American consumers want in the 1990s — a top-quality piece of furniture at an affordable price — and give it to them. Unlike our American competitors who mass produce their furniture, we're more flexible and can modify our product to suit specialized demands. That's what our customers like to see."

## ULTIMATE TECHNOGRAPHICS INC.

Montreal company addresses "pressing" needs,  
saving clients precious time and money.

**A** five-year-old Montreal company has single-handedly revolutionized the global printing industry with its innovative software.

**Ultimate Technographics Inc.** designs, develops and markets electronic pre-press systems for the graphic arts and printing industries. Key among its products is *Impostrip*, electronic imposition software which allows printers to automate their stripping operations using a Macintosh, PC or Sun Unix work station. Imposition is the placement of pages on films or plates so that they can be printed correctly. It can also be referred to as the "stripping" of pages according to the presses' exact specifications — if the copy is not stripped correctly, it will not fit on the press or on the folding machine.

The *Impostrip* software is available in seven languages. *Impostrip* is the world's first, and still the only professional, page imposition and stripping software to take pages from desktop and professional publishing systems, and place them into finished signatures for printing. *Impostrip* lets printers impose pages six to ten times faster than by hand, and increasingly, to do this work in-house.