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Directory of Canadian Exporters of Carpets, Mats and Rugs

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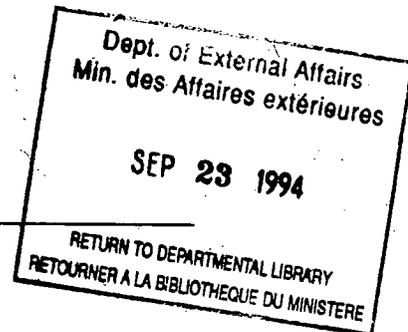
January 1994

SECTORAL LIAISON SECRETARIAT (TOS)

MISSION STATEMENT

**WE BUILD PARTNERSHIPS TO BRING INTERNATIONAL
BUSINESS OPPORTUNITIES TO CANADA AND HELP
CANADIANS COMPETE IN WORLD MARKETS**

This directory has been prepared in cooperation with Industry Canada and the Canadian Carpet Institute.



Disclaimer: "The Department of Foreign Affairs and International Trade (DFAIT) has taken the utmost care in preparing this Directory. However, as information in this Directory is gathered through mailed questionnaires, direct contact and other sources of public information, DFAIT cannot and does not guarantee the accuracy of the information, nor the absence of error or omissions. Therefore, DFAIT assumes no liability for the contents of the Directory."

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FOREWORD

The Department of Foreign Affairs and International Trade, and Industry Canada are proud to offer this first carpet manufacturers' export directory.

Since the opening of the first mill in 1891, the Canadian carpet manufacturing industry has earned and enjoys a well-deserved reputation for excellence among domestic and foreign buyers. Canadian companies, among the most versatile and modern producers in the world, have been successfully competing internationally for many years.

The manufacturers represented in this directory offer a wide range of top quality carpet products and a strong commitment to meeting high performance standards and ensuring customer satisfaction. Adopting state-of-the-art technologies to develop innovative designs and custom products, Canadian producers are particularly accomplished in servicing specialized market niches worldwide.

This publication provides a description of each manufacturer, the products offered, areas of specialization, export experience, markets of interest, and company contacts. The directory will be an invaluable reference document for importers, distributors, and sales agents servicing the commercial, residential and institutional carpet markets, as well as for designers, architects, consultants, and suppliers to the building trades.

Beaulieu of Canada Inc.

Address: P.O. Box 606
Stratford, ON
N5A 6V6

Phone: 519-271-7228
Fax: 519-271-7167

Export Contact: Mr. Charles B. Debrot, Director Sales and Marketing

Marketing Profile

Beaulieu of Canada Inc., Rug Division, manufactures machine woven oriental and contemporary style area rugs and runners.

Both the rugs and runners are woven on jacquard looms and their primary pile content is polypropylene fiber. The products are predominantly for domestic use, and are sold through department and independent floor-covering stores.

Construction is underway for additional manufacturing and warehousing. At completion both the production and distribution will be at a stronger position to handle rug sales on an international scale.

Currently, 85% of Beaulieu's production is sold in Canada, with the remaining 15% exported mainly to the United States.

The company is interested in exploring export markets in the Pacific Rim and South America.

Products/Services Available for Export:

Mats
Polypropylene Yarn
Runners

Clairville Carpet Mills

Address: 25 Clairville Drive
Rexdale, ON
M9W 5Z7

Phone: 416-675-8866
Fax: 416-674-8065

Export Contact: Mr. Alan Margulius, Sales Manager

Marketing Profile

Clairville Carpet Mills is a leading manufacturer of custom cut pile 100% BCF Nylon carpet, with customers in North America and the Pacific Rim. The company offers a wide range of styling options that allow each market segment to select a product that best suits its needs. The company's products are suited to a variety of industries such as the residential, institutional, hospitality, commercial, retail and health care sectors.

Clairville has an in-house product development and design department which allows the company to work closely with end-users and tailor products that best suit their needs. Customization includes construction, pattern, weight, and colour. End-users that have installed Clairville's products include major hotel chains, banks, retail chains, and various school boards.

Clairville has been exporting to the United States and the Pacific Rim for over two years through distributors and sales agents located in Canada and the United States. The company has a toll-free number for its U.S. customer: 1-800-456-5238. All of its products have been constructed to meet or exceed all government regulations in each of the targeted geographic regions. Sales aids such as samples and specification literature are readily available.

Products/Services Available for Export:

Carpet, 100% BCF Nylon, Custom Cut Pile, Residential
Carpet, 100% BCF Nylon, Custom Cut Pile, Commercial

Coronet Carpets Inc.

Address: 1144 Magenta Boulevard East
Farnham, QUE
J2N 1C1

Phone: 514-293-3155
Fax: 514-293-2519

Export Contacts: Mr. André Chénier Export Sales Manager
Mr. Steve Lunny, V.P. Corporate Affairs

Marketing Profile

Coronet Carpets Inc., which was established in 1966, is one of the top four largest manufacturers of tufted carpet in Canada. The company's 425,000 square meter manufacturing facility in Farnham, Quebec, houses some of the most sophisticated computerized technology available today in the carpet manufacturing industry.

Coronet concentrates on the manufacturing and distribution of tufted carpet aimed at the residential market and "niche" segments of the commercial market.

The company has an established industry reputation for product innovation, design and colour leadership, and has emerged as the industry benchmark for consistency of product quality and service.

In Canada, its products are distributed through the company's own service centres located in Toronto, Calgary and Vancouver. Coronet is also a supplier to large national department stores including Sears Canada Inc. and the T. Eaton Company Ltd.

Coronet's strongest export market is the United States. At present, Coronet is seeking to extend its penetration of Pacific Rim and Middle East markets through agents or distributors.

Products/Services Available for Export:

Tufted Carpets

Crossley Carpet Mills Ltd.

Address: 435 Willow Street
Truro, N.S.
B2N 5G2

Phone: 902-895-5491
Fax: 902-893-4779

Export Contact: Mr. W.L. Single, President

Marketing Profile

World renowned as one of the few mills dedicated to the manufacture of woven and tufted carpets for both the commercial and residential markets, Crossley has led the industry in design and technical innovations since its beginnings as a small family owned British mill in 1803.

Today, from its modern factory in Truro, Nova Scotia, Canada, Crossley maintains that lead with award winning designs, custom offerings and unsurpassed quality. Fully-integrated weaving and tufting capabilities, in-house spinning, dyeing and finishing give Crossley added quality, flexibility and cost efficiency. Using only premium quality fibres and yarns, Crossley features products woven on their patented Crossweave looms which individually locks each yarn in to the backing for increased strength and performance.

In 1993 Crossley expanded its sales and marketing strategies to the U.S. market with the appointment of an American sales manager, based in Atlanta, Georgia, whose team of territory managers and independent agents will be covering major American centres. To support these marketing efforts, Crossley has expanded its state-of-the-art customer service department and distribution network to fully service U.S. customers. Their toll-free customer service number, 1-800-667-8181, is now available from anywhere in North America.

Crossley has done business in Europe, Central America, and the Pacific Rim. Interest from agents and distributors increases as the international trade market grows. Crossley is seeking to extend its market penetration in these areas.

Products/Services Available for Export:

Broadloom Carpet, Tufted, Commercial
Broadloom Carpet, Woven, Commercial
Broadloom Carpet, Custom, Commercial

Broadloom Carpet, Tufted, Residential
Broadloom Carpet, Woven, Residential
Area Rugs, Woven, Residential

Kraus Carpet Mills Limited

Address: 65 Northfield Drive West
Waterloo, ON
N2J 4J4

Phone: 519-884-2310
Fax: 519-884-0170

Export Contact: Mr. J.C Holmes, Export Sales Manager
Mr. J. Ellerman, International Sales Manager

Marketing Profile

Kraus Carpet Mills Ltd. was started in 1959 and is currently listed among the top 25 North American carpet manufacturers. Tufted carpets for all broadloom applications are being exported worldwide. A very wide range of tufted carpet constructions are available, from simple loop pile through graphic designed cut piles to sophisticated styles produced using the latest tufting technology. Kraus is well staffed with experienced personnel capable of servicing any export market.

Products/Services Available for Export:

Tufted Broadloom Carpet, Commercial
Tufted Broadloom Carpet, Residential
Tufted Broadloom Carpet, Custom

Matting Technology Corporation

Address: 200 Deragon
Granby, QUE
J2G 5J2

Phone: 514-375-3542
Fax: 514-375-6158

Export Contact: Mr. Doug Holt, National Sales Manager

Marketing Profile

Matting Technology Corporation manufactures commercial grade mats and matting utilizing both tufted and needle punched fibres with a heavy-duty vinyl backing. A wide variety of designer colours and patterns are supplied from its manufacturing facility in Granby, Quebec, to sanitation, floor covering and industrial distributors across Canada.

Mat Tech is also a major manufacturer of artificial turf which is distributed to floor covering and home centre customers across Canada.

Recently, the company has introduced a line of laminated anti-fatigue matting with a variety of anti-slip surfaces for industry and institutions.

Mat Tech distributes across Canada and exports to several foreign countries. Its dedication to service, quality and customer satisfaction has made Mat Tech one of the largest Canadian companies in its field.

At present, Mat Tech is seeking to extend its sales into European markets and is interested in agents/distributors in these markets who have a service capability.

Products/Services Available for Export:

Matting, Tufted Vinyl-Backed Entrance/Walk-Off
Matting, Needle Punched Vinyl Backed Entrance/Walk-Off
Matting, Laminated Anti-Fatigue
Artificial Turf

National Carpet Mills

Address: 5195 Maingate Drive
Mississauga, ON
L4W 1G4

Phone: 416-624-2604
Fax: 416-624-8571

Export Contact: Mr. Bruno Dattrino, Director of Export Sales

Marketing Profile

National Carpet Mills was started in 1968 and began producing PVC backed mats and runners for the sanitation industry. In 1970, the production of indoor/outdoor carpeting was added and the first broadloom were manufactured in 1974. The introduction of washable matting followed in the early eighties and, through constant expansion and addition of necessary machinery, National Carpet Mills is now in a position to supply a wide range of patterned and level loop carpeting for commercial and domestic application. In 1987, polypropylene extrusion capacity was acquired which recently has been expanded to a total capacity of approximately 10,000 tonnes per year.

The company is currently exporting matting products to markets in the U.K., Continental Europe, as well as the Far and Middle East. Indoor/outdoor carpets as well as broadloom are being exported to Australia and the Far East. National Carpet's principal export customers are distributors in the floor covering industry as well as suppliers to the building maintenance trade, mass merchandisers and the textile rental industry.

The company is interested in expanding its export markets on a global basis and through their director of export sales can communicate in French as well as German.

Products/Services Available for Export:

Mats and Runners, Commercial (PVC Backed)
Mats and Runners, Household (PVC Backed)
Mats, Washable With High Twist Nylon Pile on Nitrile Rubber Back
Broadloom, Commercial Level and Pattern Loop, Polypropylene
Tufted Carpeting (Indoor/Outdoor)
Polypropylene Yarns
Polypropylene Staple Fibres

Peerless Carpet Corporation

Address: Place Bonaventure
P.O. Box 944
Montreal, QUE
H5A 1E8

Phone: 514-878-6800
Fax: 514-878-6829

Export Contact: Mr. Sam Burger, Director of International Sales & Marketing

Marketing Profile

Peerless' Carpet Corporation, founded in 1954, ranks among the world's largest carpet manufacturers with annual sales of nearly C\$ 500 million. Headquartered in Montreal, Quebec, Peerless Carpet Corporation is Canada's largest manufacturer and distributor of carpet in terms of sales and volume.

Peerless' broadloom carpet products account for approximately 84% of Corporate sales. The company manufactures over 100 styles and virtually all of the major style groups, including saxonomies and plushes, cut and loops, level loops, and multi-level loops. A variety of grades, prints, patterns, and colours are produced within each style group, both for residential and commercial markets. Peerless International is the leading brand of commercial carpet in Canada. The product spectrum covers a wide variety of price points and styles targeted to most users of the commercial market, including office building, hospitals, nursing homes, retail operations, hospital facilities, schools, government buildings, and the transportation industry. Peerless recently completed a \$30 million capital expenditure program to upgrade its manufacturing facilities. These expenditures have allowed Peerless to obtain a high standard of productivity, efficiency and quality. Peerless manufacturing facilities are modern enough to assure high efficiency, yet flexible enough to cater to specific customers' needs through special qualities and colouring.

Peerless is actively selling in 46 countries today and exploring new markets each year. Peerless is increasing popularity with synthetic carpets in this market through its local subsidiary, Peerless Carpet Distributors PTY Ltd., which is the largest importer of synthetic carpet in Australia. Peerless also maintains inventory in a bonded warehouse in Holland to service its European customers. Peerless Carpet Corporation is seeking to expand its penetration throughout the world and is interested in working through agents or distributors in various markets worldwide.

Products/Services Available for Export:
Broadloom Carpets



Venture Carpets Limited

Address: 1600 Janelle
Drummondville, QUE
J2C 3E5

Phone: 819-477-4117
Fax: 819-477-8229

Export Contact: Mr. J.A. Yvon Hébert, President

Marketing Profile

The Venture Carpets company was founded in 1972. This company was the first Canadian producer of space-dyed yarn and space-dyed carpets. In 1988, the company decided to integrate some of its yarn production and established a related company, Ventek Fibres Limited, to produce solution dyed nylon and solution dyed polypropylene yarns. Over the years, the company has focused on yarn dyed tufted carpets aimed at the commercial and residential markets.

The company markets its products in Canada through an exclusive network of regional distributors. In 1992, the export market was prospected and the company is now active in the following regions: the Bahamas, Bermuda, Holland, Hong Kong, Lebanon, Malaysia, Mexico, Republic of Slovakia, Taiwan, United Kingdom, and the United States. These countries are being serviced by a network of exclusive distributors.

A few years ago, Venture Carpets established a world class manufacturing program in its manufacturing facilities with a special focus on total quality. The company is looking forward to expanding sales representation in Mexico, South America, and countries of the Pacific Rim.

Products/Services Available for Export:

Tufted Broadloom Carpets, Commercial
Tufted Broadloom Carpets, Residential
Polypropylene Carpet Yarns
Space-Dyed Nylon Upholstery and Carpet Yarns

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