

Legault Manufacturing Makes A *Clear Choice*

In April 2003, after one full year of planning, Burt and Paulette Legault opened their new business manufacturing windows and doors. Clear Choice Windows and Doors manufactures slider, single hung, casement and awning windows. Together with their ten staff members they use premium materials such as the very best glass units, vinyl, and hardware to produce a superior product.

In 1998, Bert and Paulette Legault started their business manufacturing Peacock Foam Markers. They established three hundred and twenty dealers across Canada and three distributorships in the United States. The Grand Forks office services the Dakotas and Montana with a Washington office servicing the Pacific Northwest. Unfortunately GPS (Global Positioning Systems) are now taking over the marking of fields.

Bert and Paulette had to look at diversifying. Their present location and their custom-built plant had the space and flexibility to accommodate diversification. The three objectives they hoped to achieve were:

- Finding a business that didn't only cater to the agriculture industry.
- Keeping their staff employed year round.
- Producing a product that would fit the dealer network they had already established.

They were considering up to ten different business options when Marty Salberg, Director of Business Development with the City of Swift Current, approached them with an idea for a business that was needed locally. Although vinyl windows have been in the marketplace for over eighteen years, their market share has grown 25% per year in North America.

Bert and Paulette purchased state-of-the-art equipment to begin producing vinyl window products in their Swift Current location. The equipment was purchased from a Toronto based company who provided expert advice when they came and installed the machinery in the building. They positioned the equipment to achieve maximum usage in the square footage of the existing building.

Clear Choice Windows and Doors are capable of producing fifty windows per day without increasing their existing machinery. They hope to one day expand to include the production of doors. The Legault's new manufacturing venture is presently wholesaling to local business, Kruse Glass and Aluminum and they are actively sourcing new dealers. The Glass Dealer of Saskatchewan organization is Bert's next stop to access new dealers. Although the business is still brand new, Bert and Paulette are optimistic this new venture will provide a profitable and exciting future for them and their employees.

*Press Release Date
July/August 2003
Strictly Business*