

Trade-Mark Industrial moves under one roof



Sitting are Founder & President Russ Straus and Linda Straus, Chief Administrative Officer. Standing from left to right are: Tom Straus, VP Millwrighting & Rigging; Mark DePass, VP Mechanical; Terry Moore, VP Electrical; Dave Straus, VP Automotive; Connie Straus, VP Administration; Dan Straus, VP Finance and Ken Straus, Purchasing Manager.

Trade-Mark Industrial is all about growth. The company began moving into its new 365,000-square foot facility on 24 acres at 250 Royal Oak Road in the Cambridge Business Park in October. This planned expansion is coming in a year where Trade-Mark has experienced 25 percent growth without even factoring in their new companies TM3 which opened in October 2013 and United Electric which was acquired in October 2013.

Trade-Mark Industrial Inc. is family-owned industrial, commercial and institutional multi-trade contractor specializing in millwrighting, rigging, electrical, piping, fabrication, structural, sheet metal and HVAC installations and repairs, and 3D construction.

Founded in 1998 by Russ Straus, Trade-Mark Industrial originally specialized in millwrighting, rigging, electrical, and piping installations and repair solutions. Over the next 16 years, while encountering different project demands, they continued to

add new trade groups to their in-house services.

When asked what has fuelled such growth, Russ Straus's answer is simply, good people. "We are a fairly aggressive group that is always looking for new opportunities and challenges. We address these opportunities and this has resulted in automatic growth. We have good people who do good work for a fair price. In fact, most of our growth is organic with 80 percent of our business being repeat business."

To address some of their clients' needs, Trade-Mark has invested heavily in equipment as well as inventories. Its work is primarily in the industrial

sector, which is basically factories, providing on call 24/7 services. Many times Trade-Mark gets the call when there is a breakdown because they have all the equipment and certified tradespeople who can react quickly. This is part of Trade-Mark Industrial's competitive advantage: they have internal resources that they can mobilize quickly without relying on other companies.

Also commenting on their steady growth over the years Terry Moore, vice-president of electrical, stated "when you look at the growth we have accomplished, it is really because of the fact that we are so diversified in so many different market sectors. This helps to promote growth and also sustain the size that we are."

The industrial sector is shrinking in Ontario, so Trade-Mark has focused on work that is going to stay in the



country. That is what led them to open TM3 Inc., a traffic signal and light construction and maintenance company.

Up until their move to the new facilities Trade-Mark had been operating out of six buildings located within one block in Kitchener. It eventually made more sense of the company to buy

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another, larger building to accommodate growth.

The new facility will create office, equipment and IT efficiencies. “We think it is an excellent business location,” says Dan Straus, vice-president of finance. “We are now near the 401 corridor where we do a lot of business with companies such as Toyota. With respect to our planned expansion, we are expanding every one of our shops which are now under one roof. Machining, customer storage, short term warehousing and hydro excavation services are all areas of growth. We also opened a yard in Toronto this month where we will be going to operate TM3 out of, as most of our customers in this market sector are located in Toronto.”



“While gaining many new efficiencies,” says Russ Straus, “we will also now have a competitive advantage with respect to central purchasing. Before we had separate purchasing, where

people in different purchasing areas, worked out of different buildings. Central purchasing will provide us with cost savings that we will be able to pass on to our customers.”



Although 90 percent of their work is in Canada—and most of that in Ontario—Trade-Mark opened an office in Kentucky in 2009. Currently, the company is doing work in Texas, Mississippi, Indiana and Kentucky. This market sector will also be a growth area for Trade-Mark. Their intent is to grow with local talent in the US. Supervisors used to travel back and forth but basically all of Trade-Mark’s operations in the United States are US run. Some years have been very busy for Trade-Mark in the US where as much as 10 percent of their business is located. ■



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