



By Pierre Grand'Maison,
President, Q.D.W.I.A.

QDWWIA

Quebec Door & Window Industries Association
Association des industries de portes et fenêtres du Québec (A.I.P.F.Q.)

Pierre Grand'Maison New President

Well known as the president of Thermoplast Inc., a large PVC profile extruder for windows and doors in Canada and U.S.A., Mr. Pierre Grand'Maison was elected by the board of directors at the Annual General Meeting in March 1998. He was nominated by Mr. Jean-Louis Bonneville, and seconded instantly by all the members of the board. Mr. Pierre Grand'Maison then nominated three vice presidents: Mr. Georges Lafitte of Isothermiques Solarcan, Mr. Éric Gilbert of Résiver Patio Doors and Mr. Jean-Guy Plourde of Vinya Plastics. Mr. Grand'Maison thanked Mr. Jean-Louis Bonneville for his services and determination for the last five years as President of the Association and members of the board for their confidence in his presiding the association.

The Challenges as seen by Mr. Pierre Grand'Maison

With his usual assurance and clear thinking, Mr. Pierre Grand'Maison presented his version of the challenges that await our industry, our businesses and our association.

Challenges of our Industry

Consolidation vs Division

On one hand, consolidation forms larger groups with North American coverage and on the other hand, the development of many small local and regional window and door fabricators.

On one hand, all these small manufacturers compete locally and on the other hand, they all compete with suppliers coming from outside Quebec and Canada.

Distribution

On one hand, there is the traditional new construction and renovation markets and on the other hand, the changes in the distribution network generated by large retailers and the

direct sales approach by many manufacturers.

Local market vs Exportation

On one hand, a highly competitive local market with its ups and downs and on the other hand, alluring export opportunities of which we are not always prepared to take full advantage.

Flexibility and Human Resource Management

On one hand, markets demand more flexible factories and multi-skilled versatile workers and on the other hand, productivity targets and the challenge of human resource management.

Abolition vs Legislation

On one hand, the abolition of the decrees which were fixing the working conditions in our industry and on the other hand, many recent laws which, although legitimate in theory, are difficult to manage in the practical sense: law #90 forcing the companies to invest 1% in training, the law on fair wages, environmental laws, etc.

Certification vs Harmonizing

On one hand, the CWDMA certification program and on the other hand, a North American industry standards harmonization program. How will Canada perform against the American lobby?

Prices vs Profits

On one hand, price seems to be the dominating competitive factor and on the other hand, our individual mandates to guarantee the profitability and viability of our businesses.

Challenges of our Business

- Investment in market growth & expansion.
- Investment in new products.
- Investment in technology for higher output while maintaining work flexibility.
- Investment in quality.
- Investment in human resources.

Challenges of our Association

Bring Together

How to bring together competitors, various size businesses, wood, PVC and aluminum window manufacturers, suppliers, distributors, etc. The Association must define a vision of the industry for all the people who care about its future and its growth.

Notoriety

The Association's second challenge is to confirm the Q.D.W.I.A. role as premier actor on behalf of the industry with Government organizations, employers/unions groups and standards committee. Expand the Q.D.W.I.A.'s notoriety among its potential members in order to become unavoidable in all facets of the industry and to become a real resource centre for all the members.

Quality Services

To offer high quality services to the members of the Association and to help them in their own development.

Promotion of all our members and of our industry

In conclusion, Mr. Grand'Maison referred to the work done last year by a special committee which discussed the Association's future and confirmed that it will meet again with all the board members to give the Association a general direction and to prepare an action plan addressing the challenges listed above. The President also confirmed that all members and potential members will be asked for their input to help the Association to define how to better meet their needs and expectations.

Input
is
needed

