



**Imperial**  
Manufacturing Group™

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# MEDIA BACKGROUNDER

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## Imperial Manufacturing Group

40 Industrial Park Street

Richibucto, New Brunswick

Canada E4W 4A4

[www.imperialgroup.ca](http://www.imperialgroup.ca)

## Imperial Manufacturing Group celebrates 25 years of innovative growth

Imperial Manufacturing Group (IMG) was established in 1979 with six employees working at a small warehouse in Richibucto, New Brunswick. Twenty-five years later, Imperial has become a multinational manufacturer with more than 800 employees in Canada and the United States. Today, Imperial Manufacturing Group is highly regarded for its extensive scope of supply and its unmatched product quality.

## Imperial Manufacturing and Distribution Facilities

- Imperial Manufacturing, Richibucto, New Brunswick
- Imperial Air Technologies Inc., Dieppe, New Brunswick
- Imperial Sales & Distribution, Oakville, Ontario
- Imperial Kool-Ray Inc., Anjou, Quebec
- Imperial Filtration Plus Ltd., Dartmouth, Nova Scotia
- Imperial Boflex, Montreal, Quebec
- Imperial Kel Kem, Pickering, Ontario
- Imperial Manufacturing & Distribution, Hamel, Illinois

**From sheet metal shop to leadership in the North American HVAC market**



1979 | 2004

Quarter Century  
of Excellence  
Un quart de siècle  
d'excellence

Manufacturing Facilities / Usines | Richibucto, NB | Dieppe, NB | Dartmouth, NS | Montreal, QC | Oakville, ON | Pickering, ON | Hamel, IL  
Sales & Customer Service / Ventes et services à la clientèle | 1 800 561-3100



**Imperial**  
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Founded by Normand Caissie, President and CEO, Imperial Sheet Metal Ltd. fabricated galvanized duct, pipe and fittings for heating wholesalers and contractors in the Atlantic Canada region. Today, Imperial Manufacturing Group is a leading producer of air distribution and building products for residential and light commercial applications, an acknowledged innovator in the design and production of indoor air quality (IAQ) equipment for the North American heating, ventilation and air conditioning (HVAC) industry.

Growing rapidly by internal expansion and acquisition, Imperial has acquired and absorbed 17 companies and now operates ten diversified divisions. The Company produces more than 7,000 products from facilities in New Brunswick, Nova Scotia, Ontario, Quebec and the United States. Its combined manufacturing and warehouse space totals more than 500,000 square feet.

### **Driven by research and development**

New ideas and innovative solutions have been the foundation of Imperial Manufacturing Group's success since its inception. Field-based insight into the needs of HVAC professionals has been a constant source of ideas that Imperial has become adept at turning into successful products and systems. Imperial's in-house engineering team designs, prototypes and evaluates new HVAC prior to field-testing and certification by national testing laboratories including UL, AMCA, HVI and CSA.

Whenever possible, Imperial has acquired the technologies and equipment required to fulfill its mission to exceed customer expectations. However, when the best solution was unavailable or non-existent, Imperial has invented, designed and constructed its own innovative manufacturing equipment, systems and procedures. Such internal resources have been instrumental in helping IMG maintain its "low-cost producer" status in major markets.

### **Impressive breadth and depth**

The growth of IMG can best be appreciated in the expansion of its product line, a nearly exponential pattern of growth that now exceeds 7,000 individual products.

- Sheet metal ducting, pipes and fittings
- Black matte stove pipe, elbows and hearth accessories
- Flexible ducting for industrial and commercial applications



*Imperial*  
Manufacturing Group™

- Registers and grilles
- Chimney brushes and related products
- Stove and fireplace cleaning and maintenance products
- Building products—a full line of metal studs and trim for the drywall industry
- Ventilation products and flexible ducting for the home
- Plastic injection moulded components
- Air filters, a business that has helped IMG become one of North America's largest manufacturers of ventilation products
- Aluminum railing and columns
- Heat and energy recovery systems manufactured under the Greentek brand

Over the course of 25 years of continuous growth, IMG has expanded its Richibucto plant and headquarters ten times, adding more than 115,000 square feet to the original warehouse building where it all started.

### **Vision and leadership**

The impressive growth of Imperial Manufacturing Group can be attributed to the vision and leadership of Normand Caissie, founder and driving force behind the company. Caissie's success with IMG has prompted much recognition, many awards and status as a model for business innovation. In 2002, Ernst & Young, the internationally-known accounting firm, named Caissie its Entrepreneur of the Year in Manufacturing, recognition considered to be Canada's top accolade for entrepreneurial leadership.

"With ongoing customer satisfaction as our top priority, IMG will pursue continuous improvement in a determination to be the best at everything we do," Normand Caissie, President and CEO, Imperial Manufacturing Group.