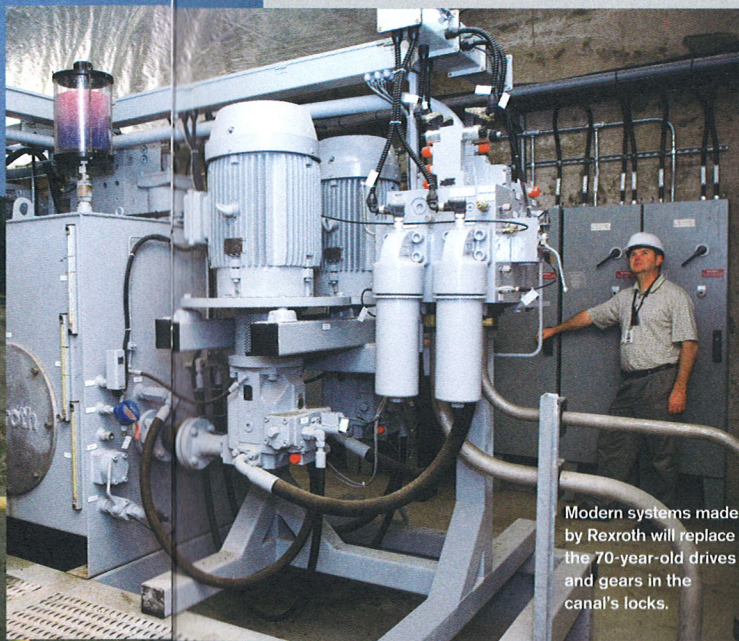




The modernization of the Welland Canal is one of Rexroth's major projects in Canada.



Modern systems made by Rexroth will replace the 70-year-old drives and gears in the canal's locks.



Bosch Rexroth Canada's headquarters in Welland, Ontario.

Did you know?

- That at 202,080 kilometers, Canada has the world's longest coastline?
- That 31 percent of the Canadian population lives in the cities of Toronto, Montreal and Vancouver?
- That the maple-leaf flag was adopted in 1965?
- That the beaver is the official national animal of Canada?
- That Canada officially became a sovereign country in 1982?
- That Ottawa, Canada's capital, has the coldest average temperature of any capital city in the world?
- That the zipper was invented by a Canadian?

From Sea to Sea

Two languages, six time zones, ten provinces and three territories: Rexroth employees in Canada have to literally cover a lot of ground. Despite the great distances, Bosch Rexroth Canada serves the markets of this resource-rich country as one united team.

Headquartered in Welland in the province of Ontario, Bosch Rexroth in Canada employs 378 people at eight branches across the country. Similar to the country's motto "A mari usque ad mare" – from sea to sea, the Canadian Rexroth offices are dotted throughout the country to address the market from British Columbia on the Pacific Ocean all the way to Newfoundland on the Atlantic Ocean.

The branches across Canada may vary in size, but all are committed to deliver the quality Rexroth stands for. Sometimes this can mean taking on more than just one job: "In a smaller branch we must do double duty in all technologies rather than focus on just one area of expertise," says Yvan Ferlatte, inside sales representative in Longueuil, who is one of 25 people in this Quebec branch. "And in Quebec we also have the unique

challenge of doing business in both French and English," Ferlatte explains.

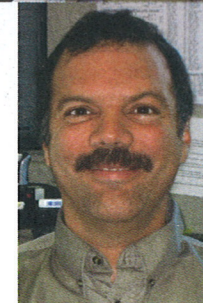
Bosch Rexroth in Canada has its origins in the company Basic Structure Steel Fabricators Ltd, later renamed Basic Hydraulics, which was founded in 1961. That company was the Canadian distributor for Rexroth and became Bosch Rexroth Canada in 2001. The company continues to expand and diversify. "Given the geographically distributed nature of our market we needed to develop an extensive regional presence to provide the support which local customers demand," explains Boyd de Waard, president of Bosch Rexroth Canada, who has been with the company for over 30 years and has been part of the many changes in the company. Just recently, a new logistics facility of over 2,200 square meters was opened in Welland, outfitted with state-of-the-art handling equip-

ment. As new companies and technologies were added to the Rexroth product portfolio the Canadian company had time to develop the people and skills necessary to ensure the success of the additions in the market. "A matrix structure has evolved over the years and works well due to the caliber and cooperation of the people who make up BRCA," says de Waard.

Canada's vast natural resources influence the business Bosch Rexroth Canada conducts. The Canadian country unit represents the full range of Rexroth products and services, from Pneumatics, Hydraulics and Mechatronics to Electric Drives and Controls. "I enjoy dealing with such a diverse range of customers from forestry and wood products to mining and steel processing to the food industry and even recreational customers such as ski resorts," says Christine



Mel Dekker works as a shipper in Welland, Ontario.



Yvan Ferlatte is an inside sales representative in Longueuil, Quebec.



Christine Mastroianni works in the service center at the headquarters.

"Given the geographically distributed nature of our market we needed to develop an extensive regional presence to provide the support which local customers demand."

Boyd de Waard, president of Bosch Rexroth Canada

Mastroianni about her work at the service center in Welland. One division that is unique to Bosch Rexroth Canada is Compu-Spread. This division, part of the BRH-M business, is the "ice and snow center" which develops hydraulic and electronic systems to control material spread on highways to improve winter driving conditions.

Focusing on people

One of the major projects Rexroth in Canada is busy with is the modernization of the Welland Canal, part of the St. Lawrence Seaway, one of the world's busiest waterways. Over 44 kilometers and eight locks, the Welland Canal overcomes a difference in height of 100 meters. Bosch Rexroth was awarded a five-year contract to overhaul the 70-year-old electromechanical drives, gears, chains and steel cables – truly a mammoth project. And

if that weren't challenging enough, work on the nine-meter-deep and 33-meter-wide locks of the Welland Canal can only be performed during the harsh Canadian winters when there is no shipping on the canal – at an average temperature of -18° Celsius (-40° Fahrenheit).

Despite being spread across the second-largest country in the world, the employees of Bosch Rexroth Canada all feel part of one team. "I greatly appreciate the fact that I am treated as a person and not like a number," explains Mel Dekker, who has been with the company as a shipper since 1993. Dekker expresses what many of his Canadian colleagues feel about working at Bosch Rexroth Canada: "I enjoy being able to participate in continuous improvement activities, and that my suggestions are always considered."

Elizabeth Goetze

Maple Syrup

A special treat from the vast forests of Canada is real maple syrup, made from the tree that is Canada's national symbol. During the early months of the year, maple trees are tapped to allow the tree's naturally sweet sap to flow out. The sap is then boiled down to syrup. The rich, sweet taste of maple syrup is delicious when drizzled on pancakes and French toast, but it can also be used to glaze meat, poultry and vegetables or in a salad dressing. Canada produces about 85 percent of the world's maple syrup, so the next time you're out grocery shopping, why not get your hands on a real taste of Canada?

