

Eastern Townships Docks unveils its recipe for success for the last 30 years

Waterloo, February 6, 2018—The founding president of Eastern Townships Docks, Mr. Gilles Nadeau, is pleased to announce that the company, which will celebrate its 30th anniversary in 2018, will unveil a new video that will show a few of the elements that have led it to occupy an envied position in the boating sector. <https://youtu.be/5LPCMqP0iog>

The company, which got its start in Foster (Brome Lake) in 1988 in a 1,500 sq. ft. warehouse/plant has grown over the decades and now owns a cutting edge warehouse and plant over 26,000 sq. ft. in size located along the Eastern Townships Highway in Waterloo, Quebec. Inaugurated in 2014, these installations allow the company to meet in optimal fashion the growing demand for its products in Quebec, but also in Ontario, Western Canada, the Maritimes and the American Northeastern states. A network of retailers carefully built over the years and composed of companies and individuals in diverse but related sectors ensures the distribution of Eastern Townships Docks products across such a wide expanse.

The growth of the company is linked to an entrepreneurial vision based on responsible management and increased automation through investments by self-generated funds. By taking a calculated risk of investing at the right time in automated units, the company has reached a production capacity level that allows it to seize an increasing number of opportunities in Canada and in the U.S. These strategies have led the company to sell 70% of its production outside Quebec.

“Eastern Townships Docks is the story of a summer project that grew into a business opportunity and became a real passion”, explains Gilles Nadeau, founding president of Eastern Townships Docks. “As we leave in a few days for our annual tour of boating shows to meet with our distributors and suppliers, I will be reminded of my father, with whom I started on this adventure. And as my daughter Marie-France plays an ever-increasing role in the company, this 30th anniversary takes on a special meaning and makes me feel very proud”, he concluded.

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