

## **Bois BSL inc.: An example of rapid growth in the regions**



Bois BSL inc. and Gino Ouellet have become synonymous of excellence and innovation in the lower St-Lawrence region. Since its beginning in 1995, growth of this company has been astounding.

### **Bois BSL inc. : An incredible start**

It was when he realized how much quality lumber was wasted at the sawmill where he worked that this businessman persuaded himself that it was possible to recuperate this wood and transform it into other products and thus preserve this natural resource. At only 29 years of age, Mr. Ouellet founded, Econobois BSL Inc. This initiative immediately paid off. After two years, 19 people had joined the team and they were generating 3,5 million dollars in revenue.

Éconobois then became Bois BSL and directed its production towards added value products. This was the element that began the incredible development that still goes on today. From 1995 to 2002, the company grew from 1,4 million in revenue to over 20 million while the number of employees increased to 175 people. Having invested over 7 million in infrastructures and equipment, Bois BSL Inc. had the wisdom to diversify its production and now offers pre-varnished hard wood flooring for the Canadian and European market.

This move towards hard wood provided the company with a certain independence towards the fluctuations of softwood production on the American market. Operations today are 100% aimed at the transformation of hard wood and complementary products.



*At left: Mr. Normand Gagnon, Normand  
At right: Mr. Gino Ouellet, Bois BSL Inc.*

### **An intelligent manager**

Gino Ouellet is demanding: towards himself as well as his employees. However he does not hesitate to offer complete support to his personnel. Be it through continuous training, incentives and bonuses, nothing is spared to keep his workers happy. Mr. Ouellet can often be found on the floor participating in the different phases of production. This creates complicity which encourages the excellent relationship between management and personnel.



Everyone knows that Mr. Ouellet is not the type to rest on his success. He constantly works on new projects in order to assure the development of his company. It is in this way that he remains in constant touch with opportunities that may exist in the softwood sector. Bois BSL Inc. will shortly announce important investments



in the second and third transformation of softwood lumber which will contribute in creating fifty new jobs.

In fact, Mr. Ouellet has just arrived from a trip in Germany. "Our trip over there was aimed at accumulating the most data possible on the market and the type of products consumed. The next step is to evaluate the possibility of penetrating this market." We might see one day, one of the Mont-Jolien plants exclusively dedicated to producing for the European markets.

### **The CONCEPT moulders**

Moulders are without a doubt, the work horses for the type of operation such as Bois BSL Inc.

In fact, a company producing a high volume of hard wood flooring and mouldings needs both yield and reliability. After careful analysis, their decision brought them to the CONCEPT moulders offered by Normand. Providing an excellent quality / price ratio, Bois BSL Inc.

also knew they could count on the expertise and service of the Normand team.

The two first machines that were bought in July 2002 were a **LMC-723 E Series (7 haeds)** and a **LMC-623 A Series (6 heads)**. These were equipped with hydraulic tightening outboard bearings.

In 2003, they added a **LMC-623 M Series (6 heads)** and a second **LMC-623 E Series (6 heads)**.

Normand is particularly proud to participate in the development of Bois BSL Inc. and trust it will continue to serve as their partner in future projects.



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