



**SNA MACHINERY**  
Slootweg North America

PRESS RELEASES  
FOR IMMEDIATE RELEASE

## **A EUROPEAN COMPANY ESTABLISHES IN NORTH-EAST NEW BRUNSWICK**

**Tracadie-Sheila, November 8, 2006 - The New Brunswick Company Cube Automation has joined with the Netherlands firm Slootweg Machinery to establish the firm SNA MACHINERY in North America. Led by Cube Automation, SNA MACHINERY is a Canadian company which will market and assemble equipment destined primarily for the North American soil industry, offering also equipment assembling services. SNA MACHINERY will be located in Northeastern New Brunswick, the heart of the North American peat industry, and will also offer a broad range of services and products for peat, compost and mulch industry. In addition, SNA Machinery will assure a fast delivery in North America by having parts and components in inventory. This is the first division of Slootweg Machinery in North America.**

### **Choosing Northeast New Brunswick**

In addition to the expertise of Cube Automation and the businesses possibilities in North America, the skilled and productive labour of Northeast New Brunswick was an important factor in the decision to install SNA MACHINERY in the area. The number of jobs created will progress according to projects, ranging from four to eight during the first two years. "Our challenge will be to repatriate our skilled and experienced workers", indicates Roch Chiasson, P.Eng.. Subcontracting, generally at the local level, will also be used. "We will need personnel with experience in installation of machinery. Recruiting could be one of the major challenges of the company. As we push back the borders of the economic development of the Northeast, the deployment of a new economy will gradually be seen. The impact on the quality of labour is positive because we will retain it with high-quality jobs", concluded Roch Chiasson, Eng.

### **Cube Automation and Slootweg Machinery**

Cube Automation represents Slootweg Machinery in North America since 2003. Through this strategic alliance with Cube Automation, the North American market of Slootweg Machinery can also benefit from a wide range of services that meet their industrial needs. "We are determined to increase the choice for our customers, to reduce delivery times, to ensure competitive market prices, and to provide solutions which meet their requirements", declared Roch Chiasson, Eng., General Manager of Cube Automation. He continued: "In addition to offering the best solutions to our customers, the establishment of SNA MACHINERY in the North-East will create excellent jobs in the

equipment sales market, in equipment assembly as well as in research and development, in addition to positioning the area at the forefront of the North American peat machinery market.”

About Slootweg Machinery and Cube Automation

An expert in the field of automation for the natural resources industries and municipalities, Cube Automation is a firm comprised of qualified engineers with its head office in Northeastern New Brunswick. The expertise of Cube Automation is recognized in the peat moss industry, municipalities, the pulp and paper industry, sawmills and the mining industry.

Founded in the thirties, Slootweg Machinery is universally known for the development, sale, machining and installation of equipment for the peat industry in 15 countries.

Information about the two firms is available as follows: [www.slootweg.com](http://www.slootweg.com) for Slootweg Machinery and [www.cubeautomation.com](http://www.cubeautomation.com) for Cube Automation

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