

# Label firm adjusts to rising loonie

By [LINDA LEATHERDALE](#)

With the Canadian loonie over 90 cents US and heading to be once again on par with the American dollar, some firms are rethinking their strategies.

And one is Erik Peladeau's privately owned Group Lelys, which in 2001 bought out The Label Depot, a Woodbridge-based label printing convertor, with plans to make big inroads into the U.S.

Not only has Label Depot's name be changed to Group Lelys with a \$1.2 million capital investment in state-of-the-art printing presses -- but newly appointed general manager, Didier Peladeau, says with a rising Canbuck hurting export opportunities, the firm has now set its sights on growing its business across Canada.

## U.S. STRATEGY

That's after already increasing its U.S. market share, through corporate representatives and resellers.

"We want to head West to capture more of the domestic market," said Peladeau, who worked in sales at Group Lelys' corporate headquarters in Montreal, before taking on the role of GM in Toronto.

"Our aim is to be Canada-wide," he said.

With annual revenues in excess of \$25 million a year, Peladeau is optimistic about double-digit growth with new opportunities provided by the firm's new 18-inch, nine-colour Flexo press.

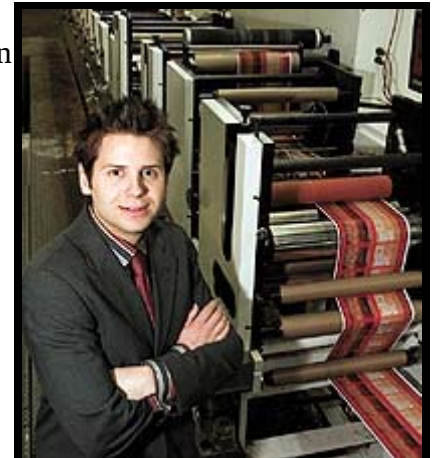
Not only does the new printing press "set us apart from our competitors" but it allows for new, innovative labelling, like rub and sniff, glow in the dark, and 3-D lenticular labels.

## TECHNOLOGY KEY

"Our packaging creates unique components that encourage the consumer to interact," said Peladeau, a firm believer that the label business will remain in strong demand, despite more people buying goods online in our new cyberspace world.

Among Group Lelys' many customers are the food industry, cosmetic industry, pharmaceuticals and advertising firms, and Peladeau explains, "All need labels for their packaged goods."

The key to success, though, is to use technological advancements to capture the imagination of today's consumer.



**Didier Peladeau says Group Lelys has curbed U.S. expansion plans in favour of Canada. (David Lucas/Sun)**

For example, thanks to Internet and TV decoders, coupons and prizes can now be redeemed online.

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<http://torontosun.com/Money/2006/05/20/1589463-sun.html>