

## Government of Canada grants \$382,313 in funding to René St-Cyr (1996) Inc. for the commercialization of a new product

**Notre-Dame-du-Mont-Carmel, Quebec, October 15, 2009** – Acting on behalf of the Honourable Denis Lebel, Minister of State for Canada Economic Development, Jacques Gourde, Member of Parliament for Lotbinière–Chutes-de-la-Chaudière, took the opportunity while visiting the region today to announce the awarding of \$382,313 in repayable funding to the manufacturing firm René St-Cyr (1996) Inc. Granted through the *Business and Regional Growth* program, this financial assistance will enable the company to implement a commercialization strategy over the next two years in order to bring an innovative process to new markets.

The outcome of several years of research and development, the new TEMAVI™ tongue and groove system will thus be introduced to the United States and European markets. This simple and innovative manufacturing process makes it possible for joints to remain tight when floor planks are fed through the varnishing machine and to be quickly and effortlessly separated at the other end.

“Canada Economic Development is proud to support enterprises that, like René St-Cyr (1996) Inc., invest in research and development and create products that give them a clear competitive advantage. By improving the way they market their products, small and medium-sized enterprises can only increase their chances of success. René St-Cyr (1996) Inc. has undertaken a process that promises not only to foster the company’s own growth, but also to stimulate the economy of the Mauricie region. I am delighted that this project is going to create seven new jobs in the area,” explained Mr. Gourde.

More specifically, this funding from Canada Economic Development will be used by René St-Cyr (1996) Inc. to secure the intellectual property protection of a new process, hire a marketing coordinator, produce promotional materials, take part in promotional activities and engage the services of a consulting firm.

Canada Economic Development's *Business and Regional Growth* program strengthens the conditions conducive to the sustainable growth of Quebec's regions and SMEs by, among other things, helping them improve their performance, become more competitive and innovative and develop new markets.

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