
FOR IMMEDIATE RELEASE

Regina Office
P.O. Box 1787
#320 - 1801 Hamilton Street
Regina, Saskatchewan
CANADA S4P 3C6
Telephone: 306-787-9210
Toll Free: 1 -877-313-7244
Fax: 306-787-6666



www.sasktrade.sk.ca
inquire@sasktrade.sk.ca

Saskatoon Office
#500 - 402 21st Street East
Saskatoon, Saskatchewan
CANADA S7K 0C3
Telephone: 306-933-6551
Fax: 306-933-6556

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NORAC Systems International Inc. Named STEP's Exporter of the Year

NORAC Systems International Inc. is STEP's Exporter of the Year. The award, sponsored by Export Development Canada, was presented in Saskatoon in conjunction with the Canada Trade Summit.

NORAC Systems International Inc. specializes in the development and manufacturing of weighing and control systems. The company pioneered the use of ultrasonic technology in the development of control systems for agricultural equipment and currently offers the leading sprayer boom height control system on the market. Located in Saskatoon, NORAC has been exporting for thirty years and offers full product and customer support worldwide. Export sales this year increased by 24% over the previous fiscal year representing 71% of the company's total sales. The primary market for this company is the USA, which accounts for just over half of NORAC's total sales volume. Sales to markets outside of North America, including Western Europe and Australia, have almost doubled in the past year.

"NORAC is proud to accept the award for STEP Exporter of the Year. Exporting has been a significant part of NORAC's business for almost 30 years", said Bill Strelieff, CEO. "Recent expansion into markets outside of North America has helped us to further diversify and grow our business. We are grateful for the support that STEP has provided to us. The staff at STEP have both the experience and the contacts that are essential when expanding overseas distribution networks."

"NORAC has done an excellent job of pursuing international markets for their products. STEP is proud to profile their achievements and successes. This award is a fitting testament to the creativity and innovation of this company", said Lionel LaBelle, President & CEO, Saskatchewan Trade and Export Partnership (STEP).

Two other Exporter of the Year Finalists recognized at the event were Highline Manufacturing, a manufacturer of short line agriculture equipment and industrial machinery including rock pickers, bale processors, a bale mover as well as environmental products. Also noted as a finalist was Terminal Systems International (TSI), an information management solutions firm which provides innovative advancements in airport technology and information systems.

STEP is a non-profit, membership driven, government/industry partnership, designed to promote the growth of Saskatchewan's export industry. STEP assists provincial businesses in realizing global marketing opportunities through specially tailored services and programs. STEP pursues growth in existing foreign markets and opens doors to new ones. Members include both businesses that are experienced and those that are new to international trade. The team of professionals has the experience, knowledge and international contacts to help companies meet their international marketing objectives.

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For more information, contact:
Lionel LaBelle, President & CEO
Saskatchewan Trade and Export Partnership
Telephone: 306-227-1785