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"Fall down seven  
times. Stand up  
eight..".

Japanese proverb

## Spotlight on Halton Entrepreneur

Bob Dymianiw

### The Business: Re-Plast

**Re-Plast** offers solutions to reduce or eliminate companies' waste disposal and recycling costs!

**Re-Plast** was created in 2005 and has since developed to specifically address the lack of proper disposal methods for industrial plastics and oversize metals. Our Company is a fast growing and aggressive recycler of all recyclable materials. Our continued growth and success is attributed to the fact we are constantly sourcing new materials to recycle. As a result, we have been able to divert millions of pounds of material annually and relieve some of the strain placed upon our landfill facilities and, of course, our environment.

Depending on the size of your operation and/or facility, we could save you up to and over \$10,000 just in the first year in disposal fees. Therefore, no company is too small or too large to benefit from our services.

**How Bob got started:** Prior to opening Re-Plast I worked as a key account manager in both the food service and transportation industries. During this time I was exposed to and astounded by the immense amount of plastic waste being sent to landfill. I was inspired to research the possibility of recycling this enormous amount of waste. This included interviewing professionals in the plastics industry. After a couple of years of operation I hired Andria Snowden as my Sales & Marketing Manager. Andria has been an integral part of the business ever since and a big part of our success in weathering the recent economic storm.

**Typical hours:** We operate from 7:30am to 5:00pm Monday to Friday, but remain available to receive materials on Saturdays to accommodate specific customer needs.

**Biggest Challenge:** Our biggest challenge continues to be acceptance by employees, that their efforts to recycle are in fact helping their company's bottom line. The education process can be short or long and this is all dependent on employee attitude and enthusiasm along with company guidance, planning and desire to recycle.

**Greatest Reward:** The greatest reward for us is the building of relationships with our customers and enjoying the excitement our program creates for them from an environmental and financial perspective.

**Advice for other Entrepreneurs:** Always keep your eyes open to opportunity because it comes in many different forms, like scrap plastic!

Contact Information: Bob Dymianiw (905) 633-RECY (7329)

[www.re-plast.ca](http://www.re-plast.ca)



SAVE MONEY, GO GREEN with RE-PLAST

# Who's New in Halton

Please contact our office if you have registered your business within the last year and would like to be listed in "Who's New."

## Paint It Like New!

Quality Re-spraying of Indoor/ Outdoor Furniture and Doors.

Contact: Janet Hamilton, President  
Unit 1A-1254 Plains Road East, Burlington  
Ph: 905-631-7336 (REDO)  
email: [paintitlikenew@bellnet.ca](mailto:paintitlikenew@bellnet.ca)  
web: [www.paintitlikenew.com](http://www.paintitlikenew.com)

## Mettle Creative Services

Mettle provides a complete range of creative support for any marketing or communications endeavour including branding, advertising, graphic design, website design and writing.

Contact: Marek Kowalsky  
Milton  
Ph: 289-878-8676  
email: [info@mettlecreative.com](mailto:info@mettlecreative.com)  
web: [www.mettlecreative.com](http://www.mettlecreative.com)

## BOSCH SERVICES

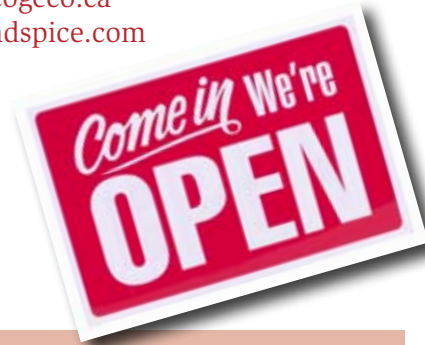
A renovation company that works on Trust, Quality, and Cleanliness.

Contact: Mike van den Bosch  
Ph: 905-638-5080  
email: [mike@boschservices.com](mailto:mike@boschservices.com)  
web: [www.boschservices.com](http://www.boschservices.com)

## Splendor and Spice

Event Management Solutions

Contact: Sona Khanna  
Oakville  
Ph: 416-802-8404  
email: [sonakhanna@cogeco.ca](mailto:sonakhanna@cogeco.ca)  
web: [www.splendorandspice.com](http://www.splendorandspice.com)



It is the intention of the Regional Municipality of Halton to only provide readers with a listing of new business in the Region and we do not recommend, warrant or validate the services provided by such businesses.



# Seminars and Events

Upcoming seminars include:

<b>January:</b> Innovation Night, First Steps in Exporting, Starting a Small Business, Bookkeeping	<b>March:</b> GST/PST, New Importer, Starting a Small Business, Website Design, Tax Essentials, Innovation Night
<b>February:</b> Growing in the Right Direction, Starting a Small Business, Market Research	

## Bridges to Better Business - Strategies for Growth: February 25, 2010

A unique educational and networking event that brings together small businesses from across Halton Region. This event will highlight various strategies that entrepreneurs can use to grow their businesses. Topics include: marketing, e-Commerce, social media, sales techniques and managing your time more effectively. Keynote speaker, Hugh Culver's presentation - "It's All About the Small Stuff" - is a fast paced and totally practical message about creating more success in life and at work.

[www.halton.ca/Business/small\\_business\\_entrepreneurs/default.cfm](http://www.halton.ca/Business/small_business_entrepreneurs/default.cfm)

Please visit our website or call for dates, times and locations. [www.halton.ca/business/resources/events.htm](http://www.halton.ca/business/resources/events.htm)

To register: Phone Access Halton at 905-825-6000 or toll free at 1-866-4HALTON (1-866-442-5866) for quick and easy registration with your credit card.

# Halton Small Business Centre 10th Anniversary

On October 14th we celebrated our 10th Anniversary. Celebrating this milestone allowed us the opportunity to pause and reflect on the many successful businesses and entrepreneurs we've had the pleasure of working with over the past decade. As well as the "Spotlight on Halton Entrepreneur" article found in this publication, we're also proud to highlight many of these successful businesses on our website [www.halton.ca/business/small\\_business\\_entrepreneurs/success\\_stories.htm](http://www.halton.ca/business/small_business_entrepreneurs/success_stories.htm)

We look forward to the next ten years and the opportunity to assist many more amazing Halton Entrepreneurs.

Sandra Nuhn  
Manager  
Small Business Centre  
Economic Development Division

## BizTip: Great Merchandising Means More Money in Your Pocket



Last week I was in a small retail shop and feared for my life as I turned a corner and an avalanche of hardware came tumbling down inches from my head. I ran to buy a hard hat for safer browsing, and continued on my way. There was so much inventory on the shop

floor that it was impossible to make sense of all of the product available, and no thought had been given to where items were placed or how the store could maximize profit through better merchandising. Small businesses make this mistake all the time, and few of them realize that great merchandising means more money in their pocket.

Big retailers have merchandising down to an art; they know exactly how to place product, signage, and create an atmosphere to maximize profit in each and every store that they operate. Small business owners tend not to study merchandising at all, and as a result they are leaving a ton of potential profit untapped.

In an effort to assist those shop owners looking to improve in this area, here are four basic tips to help increase profit from better merchandising:

1. **Place high profit items in high traffic locations.** This means making sure that your product with the best profit margins is easy to find, preferably at eye level. It should be the first thing that clients see, and those buying on impulse will be likely to pick it up first. Product offering lower margins ought to be placed on lower shelves or at the back of the store.
2. **Merchandise in sections and themes, avoid mixed messages.** Create dynamic displays with strong messages and buyers will respond. Go with one theme per section and your merchandising will look clean and well organized; try to avoid putting different categories of products on the same shelf as it often confuses the buyer and takes away from the display.

3. **Sometimes, less is more.** Your job is to put people in a frame of mind that will entice them to buy. A store crammed with product is often too busy to put people in their “happy buying place”. Create an environment where your product is well represented, but people can easily move around, browse, and enjoy your displays. Very few top retailers have busy, overcrowded displays.
4. **Learn from the best and then get creative!** Google images of great displays from within your industry and seek out those companies who are masters of merchandising. For example, if you own a toy store, study FAO Schwarz in New York for a ton of great ideas. Whatever your industry, find out who the leaders are in merchandising and learn from them. Then, go ahead and get creative!

There is no excuse for not making an effort to organize your store in a way that is pleasing to your client, and if you don't know which items provide the best profit margins for you and how to place them, you're leaving a ton of profit on the floor. So why not study the finer points of merchandising? After all, it will mean more money in your pocket and I won't have to wear a hard hat to shop in your store.

Happy selling!

*by Paul de Burger,  
Business Consultant*



Thank you to our partners, the Ministry of Economic Development and Trade and RBC



For more information, please contact  
Halton Region's Small Business Centre:

**Halton Region**

Dial 311 or 905-825-6000

Toll free: 1-866-4HALTON (1-866-442-5866)

TTY: 905-827-9833

**www.halton.ca**

Email: [busdev@halton.ca](mailto:busdev@halton.ca)



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