



Press Release

For Immediate Release

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WMMA Sponsoring Pavilion at WMS

September, 2011 - For the first time the WMMA, www.wmma.org, will be hosting a pavilion at Canada's premier woodworking equipment and supply expo, WMS, www.woodworkingexpo.ca from October 27 – 29, 2011 at the Direct Energy Centre, Toronto, Canada.

The WMMA is a trade association representing the commercial interests of over 175 manufacturers of USA made woodworking machinery, cutting tools and accessories. Together with a WMMA pavilion where visitors can learn more about the WMMA and the vast supply of equipment for the Canadian woodworker, the pavilion will have 8 members exhibiting their equipment:

Black Bros, www.blackbros.com

Hendrick Manufacturing, www.hendrickmanufacturing.com

Mereen-Johnson, www.mereen-johnson.com

RazorGage, www.razorgage.com

Safety Speed, www.safetyspeed.com

The Original Saw, www.originalsaw.com

TradeSoft, www.tradesoftinc.com

Williams & Hussey, www.williamsnhussey.com

“Canada is an excellent market for us. In 2010 Canada imported \$252 million in woodworking equipment, \$61 million from the USA and an increase of 41% over 2009. 2011 is looking good as well and we are looking forward to working with the WMMA and

the sponsors of the WMS to showcase our equipment” stated Steve Carter, Williams & Hussey CEO and chair of WMMA’s International Business Development Committee.

Current market conditions in Canada make this a banner year for U.S. woodworking machinery and suppliers to capitalize. Canada's housing market is on a growth trend and the strong Canadian dollar makes U.S. products especially attractive to Canadian woodworking professionals. In 2010 in addition to its growing market for woodworking equipment our neighbor to the north:

- Exported \$1.2 billion in wood furniture;
- Exported \$6.2 billion in wood products, excluding wood furniture; and
- Exported close to \$150 million in wood kitchen cabinets.

Joining the WMMA pavilion will be several other WMMA members exhibiting on their own. The list includes:

Delcam Artcam
Franklin Adhesives
Graco
Klingspor
Microvellum
Osborne Wood Products
The Sherman Williams Co.

Many more will be exhibiting through their Canadian dealers.

For more information, contact: Harold Zassenhaus, hzassenhaus@wma.org.