



## "Norquip" as apposed to the name "Norrad Equipment"



Norquip Supply Ltd. located in Fredericton, New Brunswick Canada got its start in 1991 as a family business. Prior to 1991, Dick Norrad was President of a dealership specializing in heavy construction equipment where his son, Mike, also worked. When the Norrads decided to team-up in business, it was son Mike who came up with the name "Norquip" as apposed to the name "Norrad Equipment" as suggested by his father.

Construction equipment products and attachments remain the focus of Norquip which covers the Canadian Provinces of New Brunswick, Nova Scotia, Prince Edward Island and Newfoundland/Labrador. Besides MFC, manufacturers represented by Norquip include; Bear Cat (Chip Spreaders/Asphalt Distributor) Boss (Snow Plows), Keystone Plastics (Brooms/Street Sweepers) and GME (Trench Boxes).



Poly Meta Forms®  
City of Fredericton  
New Brunswick



Speed Scream®  
Goose Bay AFB  
Labrador

About 70% of Norquip sales are to contractors with the remaining balance going to municipalities.

Since asphalt is the dominant paving material in the Atlantic Province, most of the MFC products sold by Norquip are steel and poly forms for concrete sidewalk and curbing projects.

Norquip also sells median barrier forms and finishing screeds for specialty concrete forming and finishing projects. Norquip Supply Ltd. is an MFC Master Dealer which stocks both steel and Poly Meta Forms®.

According to Mike Norrad "Having these products in stock for immediate delivery is often the reason for securing an order." Having the most popular forms in stock, combined with MFC's quick shipment of specialty forms and screeds, has proven to be a successful business formula for Norquip and its customers.