

FOR IMMEDIATE RELEASE

Nicholson manufacturing brings Madill back to life - Famous forestry equipment brand back in play as industry recovers

Andrew A. Duffy, Times Colonist

Published: Wednesday, March 30, 2011

Nicholson spent \$9 million to modernize its facility. Now with new equipment coming through the line, the company will be pushed and will start looking for skilled trades, engineers and sales staff.

"(Our people) are excited and proud and they have done all the work. We set the stage but they executed well," said Jeffrey. "This gives people who have tied themselves to this company a better sense of security in terms of us broadening our revenue stream."

Ron Hait, Nicholson's North American sales manager, said interest in the new line has been high since news spread Madill was back. "We are getting calls weekly, there's a lot of interest out there in all aspects of the business -loaders, feller bunchers and yarders," Hait said. "Once people heard that Madill is coming online a lot of people have been asking when the next ones will be coming off."

The company is aiming to produce four Madill machines each month by December, while maintaining its de-barker production which can range from two or three a month to five or six depending on demand.



Jeffrey said the Madill production will eclipse de-barkers as the bulk of the business.

Graham Lasure, president of the Truck Loggers Association, said the return of Madill is a positive sign for the industry and comes as logging companies are ramping up production.

"Everyone really misses the brand, it's nice to see them back and of course we want to see competition in the equipment market," he said, noting many logging outfits simply have not been able to find good used or new equipment as they are being asked to ramp up.

"Licensees are asking people like ourselves to gear up and provide more and we have been having trouble for a couple of reasons -availability of good used equipment has dried up and availability of new equipment is hard to find and it's hard to find employees," said Lasure of W.D. Moore Log Co. Ltd.



Rick Jeffrey, president of the Coast Forest Products Association, said the harvest levels are being driven by demand in China and that will mean companies like Nicholson are going to be answering a lot of phone calls.

"There has been pent up demand for forestry logging equipment," he said. "And in order to ramp up to new higher production levels I suspect Madill will start to see some improvements in orders.

"We lost a bunch of capacity and now folks who are left are leaner, meaner and more efficient operators and all of a sudden there's a lot of work to do and they don't have the capacity to do it -they are making capital investments to meet the new demand."

aduffy@timescolonist.com