



**EDC's Canadian Innovation
Award for the
Diversification of Export
Markets**

HLS HARD-LINE Solutions Inc.



(Left to right - Hon. Kevin O'Brien, Minister of Business, Government of Newfoundland & Labrador, Walter Sigglekow, President, HLS-HARDLINE Solutions, Sherry L. Noble, Sr. VP, Business Solutions & Technology, Export Development Corporation, Jayson Myers, President, Canadian Manufacturers & Exporters)

HLS HARD-LINE Solutions Inc. provides industrial robotic control systems and communications infrastructure to mines worldwide. Based in Dowling Ontario, a small town outside of Sudbury, their outlook and business strategy is global.

Over the past five years HLS HARD-LINE Solutions has focused on the export market. From increasing their understanding of the sales culture in international markets to ensuring their product is compliant with worldwide standards as well as tailoring their technology to serve the needs of the international customer, HARD-LINE has achieved great success in a number of markets including: Ireland, Mexico, South America, Australia and China

As a result of focusing on foreign markets, the company has grown in both size and technical knowledge. They have also been able to contribute to the reputation of Canadian companies as a high quality supplier for industrial organizations throughout the world. Because of their commitment to growing their international markets, HLS HARD-LINE Solutions Inc. was awarded *EDC's Canadian Innovation Award for the Diversification of Export Markets* for 2007.

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