

WINNER: Canadian Innovation Award for Export Sales

Supporting Partner: International Trade Canada



(Photo left to right: Ken Sunquist, Assistant Deputy Minister, International Trade Canada, Salvador Garcia, General Manager, Interquisa Canada, David Simpson, Vice President, Technology Industry Support, NRC, Perrin Beatty, President & CEO, Canadian Manufacturers & Exporters)

[Interquisa Canada](#)

PTA, or Purified Terephthalic Acid, is a fine white powder used in the production of many things that are a part of our every day lives. Photographic film, fibres, paints and, of course, the ubiquitous plastic water bottles all have PTA as part of their production process. And Interquisa Canada of Montreal, Québec, is one of the foremost manufactures of PTA worldwide, producing 500 thousand tons every year.

Prior to September 2003 when production started at Interquisa's Montreal facility, 80 percent of manufactured PTA came from the United States. Interquisa took up the challenge of finding a place in this competitive market.

Interquisa Canada captured top honours in the **Export Sales** category of the Canadian Innovation Awards for succeeding in this challenge. In a very short time, Interquisa established itself globally as a Canadian source for this petroleum-based product.

Today, Interquisa provides a Canadian source of PTA to Canadian manufacturers. But importantly, Interquisa also provides an alternative source of PTA for clients outside of Canada. More than 75% of their sales are for export markets.