



Our Partners



TELEVISION - CATALOGUE - INTERNET



Marketing & Sales agency
since 1956
Housewares, Plumbing, Hardware, Sport



OUR HISTORY

Company founded in 1956 by Roger Boutin and incorporated in 1976. In 1967, the company established itself in downtown Montreal at Place Bonaventure, the heart of the business community.

Jean Boutin joined the company in 1973 and François Boutin in 1981. In early 80', the agency becomes a member of the Canadian Hardware and Houseware Manufacture Association being the first none-manufacture member. Roger Boutin is elected Director & Chairman of the CHHMA... for seven years. The CHHMA hall of fame is on [their web site](#)

In 1989, the company re-located to 333L Chemin du Tremblay in Boucherville , Québec . Our installation included office space, permanent showrooms.

In 1990, Jean Boutin is elected Director of the CHHMA (Canadian Hardware & Housewares Manufacturer's Association).

In 1996, Jean Boutin is elected Chairman of the CHHMA.

In 2004, the company is moving their facilities to 1400 Marie-Victorin in St-Bruno , Quebec .

In 2005, a merchandising team came together to support the work of all representatives.

In 2007, a source of demonstrators was also put together to support manufacturers development strategy.

Some past achievements since 1956 (over 51 years):

- Introduction of the SEB / Tefal small electrical kitchen appliances into the Canadian Market
- Introduction of the RYOBI power tools and garden tools into the Québec market place.
- Introduction of the Peerless faucet brand (from Delta).
- Introduction of Weber Grill (BBQ)
- Introduction of Broilking (BBQ)
- Introduction of McGraw Edison (Toastmaster, Ingraham brand)
- Representation of Borden (Elmers, Crazy glue)
- Representation of the Aladdin product line (vacuum products)

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