

Client Profile

Learn how real businesses achieved success in their industries through innovative strategies such as expansion into new markets, new and differentiated product and service offerings, enhancing operations and cash flow management.

A fence for all reasons

All Season Fencing is reshaping how Canadians build with its environmentally-friendly, ultra-strong and easy-to-install product line

Moshe Yitzhak likes to refer to All Season Fencing Ltd. as a high-tech company in a low-tech industry.

“We have the most advanced system of fencing available on the market,” says the president of the Toronto-based small business.

Manufacturing fences – and now decks – out of polyvinyl chloride (PVC) vinyl may not be unusual, but All Season’s product lineup and approach to manufacturing certainly are.

“Everything in the market right now was mostly designed in the mid-eighties, and nobody has done much innovation in the field since,” he says.

That is until All Season Fencing came along.

Leveraging a \$75,000 grant from the National Research Council’s Industrial Research Assistance Program, it developed automated, specially designed machines to manufacture the PVC components for its fencing and deck products.

One reason for the need to develop customized, automated manufacturing equipment was greater flexibility than existing machinery on the market could provide, he says. Through developing its own technology, the company has the ability to manufacture a greater array of products that emulate wood designs—from privacy to picket fences.

But the specialized equipment addresses another need – the application of a specialized composite plastic coating that protects the otherwise 100-per cent recycled material PVC panels. Made of specially designed virgin cap-stock PVC, that includes titanium oxide, the formula allows All Season to manufacture panels in a wide variety of colours that are resistant to discolouration, heat and cold.

The shell also helps to make the PVC panels flexible and sturdy. Recent testing by Exova—a global leader in product testing – established that its latest generation of fencing – expected to be on the market next year – could withstand a Category 3 hurricane or almost 200-kilometre-an hour winds.



Moshe Yitzhak is the president of All Season Fencing Ltd., a Toronto-based company that sells directly to contractors, distributors and hardware stores across Ontario and Quebec.



That's not to say the current product line on the market isn't already extremely durable, Yitzhak says.

"The panels may move in the wind because they are flexible, but they have a 'memory' to them so they return to their upright position."

Another noteworthy aspect of the technology is its ease of use, Yitzhak says. Anyone can install it without having to drill post holes with an auger, as required when building wooden fences.

"We designed it so a homeowner can do it who has never done a fence installation before," Yitzhak says. "If you can play with Lego, you can do it yourself very easily."

All Season's H-post technology is what makes the installation process so easy.

"We shoot a special pipe into the ground that goes down about a metre," he says, adding that each H-shaped post can be installed over the pipe in about 90 seconds. Another benefit of the specially designed posts is the fact that "fences never lean to one direction or the other," Yitzhak says. That's because the H-Post design employs in its core a similar metal post used in chain-link fencing, which has a proven track record of staying upright, unlike wood fences, he adds.

Additionally, the majority of the PVC material – 80 per cent – is sourced from waste plastic.

Yitzhak, an immigrant who moved to Canada in the mid-eighties after serving in the Israeli army, got his start working in the window-manufacturing business which produced tonnes of PVC waste annually.

Coincidentally, the need to recycle is what drove Yitzhak to start All Season in the first place.

"It was expensive to get rid of, and so we looked for ways to use it as opposed to paying money to someone else to reuse it," he says.

After some research, he came across PVC fence manufacturing as a solution to his waste problem.

"There were products coming from the States, but there was nothing local."

Today Yitzhak and business partner Nunzio Augello manage All Seasons's state-of-the-art, 30,000-square-foot plant in North York that runs 24 hours a day during the busy season, producing a fence or deck panel every 90 seconds.

Employing 30, the company sells directly to contractors, distributors and hardware stores, including Home Hardware, across Ontario and Quebec.

"We cut out the middle man with our own logistics to keep the price low," Yitzhak says.

It's been a winning formula so far. Sales have been growing by double digits since 2009, he adds.

"We've been installing these systems for 12 years, so there are miles upon miles of fence that have been installed with no problems."

Next up, the company has plans to expand out west in the coming year.

It also has eyes on the U.S. market, starting with Miami, which has been battered by storms this hurricane season.

"They have a big shortage right now for fencing, and we have that fence technology we have been developing that stands up to wind loads of 193 kilometres per hour," Yitzhak says. "Not many other fences can do something like that."



CIBC Tips – Setting Yourself Apart from the Competition

Offer Something Unique: One sure way to set yourself apart from your competition is to offer something unique. This does not always have to mean a product or service that doesn't already exist. It could mean taking a combination of products or services and offering them as a consolidated package, the way no other organization does today. Being different makes you irreplaceable.

Focus on Your Clients: Customers are the most valuable part of a business and if you focus on putting them first, they will ensure your success. Building relationships with your clients will help you better understand their needs and expectations helping you stay ahead of the competition. When a customer feels valued, they will be more open to interact with you and share insights about them.

Be an Expert: Having the right knowledge and being perceived as an expert in your industry will give you a unique level of trust with your clients. You will be able to attract the best employees who can bring you additional experience and expertise.

For more business tips from CIBC, visit cibc.com/businessadvice

The article originally appeared in the Globe and Mail, the Advertising feature was developed by the Globe Content Studio. The Globe's editorial department was not involved in its creation.

