

## Novo Announces Additions & Reorganization in Eastern Canada

**Regina, SK; Kitchener ON (October 20<sup>th</sup>, 2011)** – Canature North America Inc. is pleased to announce several changes including a new hire and the redeployment of existing resources in Eastern Canada to help maximize growth opportunities and fully leverage the teams strong skill set .

**Dan Cyr** will take on the new role of **Vice President of Commercial & Industrial Sales** in Eastern Canada, creating dedicated focus and support for this growing segment of the business. Dan’s strong technical and sales background will enable him to focus on market share growth and ensure complete after-sale support. In addition, Dan will be responsible for Operations in Eastern Canada including the Kitchener, ON facility.



**Mike Berry** has accepted the new position of **Regional Sales Manager** for Quebec. Mike has 13 years industry experience and was instrumental in pioneering the growth of Watertech (now Hydrotech) in the 1980’s and early 90’s. Mike has been involved in the document shredding industry over the past 15 years, most recently as the Corporate Accounts Manager for Shred-tech Corp. Ltd . Mike is fluent in both French and English and will be relied upon to grow and support French-speaking accounts. Mike will work from the Kitchener, ON facility.

**Denton Gaiser, Vice President of Water Systems**, will play an expanded role becoming responsible for Novo sales in Eastern Ontario and the Maritimes. Mike Berry will also be supporting Denton with French speaking accounts in this territory.

Novo Water Conditioning, a division of Canature North America Inc., sells residential & commercial water treatment products and Dynamic brand sump and sewage pumps . The Canadian owned & operated company sells and supports its products through select plumbing and heating wholesalers across Canada.