



True North Expands Operations to Second Floor

Industrial automation leader acquires additional 12,000 square feet
to accommodate next stages of growth

Calgary, Alberta, Friday, October 7, 2011 – True North Automation has leased the remaining floor of its two-story northeast Calgary headquarters in preparation for its anticipated growth over the next several years. This additional 12,000 square feet of newly renovated and furnished office space will accommodate an additional sixty to seventy specialists in automation and SCADA integration; electrical and instrumentation design; data management; strategic planning; and a wide spectrum of industrial automation solutions. Based in Calgary Alberta, True North's client base spans Western Canada, and also includes several sites in the United States and overseas.

"Only a few years ago we consisted of three principals and a handful of employees," said Blair Hanel, President of True North Automation. "Our full-time and contract staff now exceeds seventy, and we expect to double this number over the next 12 to 18 months." Hanel credits the exponential growth of True North Automation to two factors. "True North employs some of the best minds in industrial automation, and delivers nothing short of excellence," continued Hanel. "We're a company that career-minded people want to work for, and that progressive clients want to engage."

According to Gordon Gibson, Vice President Finance and Business Development for True North, this much-needed office expansion and subsequent staff increase will better equip the company to fulfill both existing and pending projects within the oil & gas, mining, forestry, water/waste water, and food & beverage industries. "Our main differentiator as a company is vendor neutrality," said Gibson. "This gives our teams the freedom to design and implement cutting-edge solutions for our clients, and this is largely what explains our reach and entrenchment within the automation marketplace."

Every aspect of True North's headquarters has been designed with both clients and employees in mind. The games room, sunlit lunch atrium, private fitness facility and racquetball court provide staff with different outlets to decompress on the job. At the office's nerve center, True North is one of very few companies that maintain a state-of-the-art automation lab; a comprehensive array of devices, systems and software applications that allow for real-world test scenarios to ensure flawless execution of client systems when deploying in the field. "We're confident that the way in which we've expanded our facility will attract the caliber of employee our business model demands," continued Hanel, "and that, consequently, we can continue to design and deploy best-of-breed automation systems via best-of-breed technology for our growing client base."

About True North Automation

True North Automation is a leading System Integration company in western Canada that employs more than 70 specialists in Automation and SCADA Integration; Electrical and Instrumentation Design; Data Management; Strategic Planning; Concept Design; Front End Engineering Design; Testing; Commissioning; and Start-up solutions. Vendor neutrality is a key aspect of all True North solutions, enabling the design non-biased solutions that strive for the best deliverable value. The company places high value on the recruitment, training and retention of exceptional performers who provide the technical, interpersonal and project management skills that set the company apart from its competitors. True North helps clients achieve their most challenging goals through a valued partnership driven by innovation and guided by integrity. For more information, visit truenorthautomation.com.

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