



# COMPANY

# PRESENTATION

MISSION

VALUES

HISTORY

## PRESENTATION OF THE COMPANY

# GLOBAL LEADER!

- **Portable Winch Co. is a joint stock company founded in 2003.**
- **Three owners, with two being active in the company:  
Pierre Roy and Christian Pelletier.**
- **A company established over 14 years ago.**
- **A pioneering company which, to date, has developed seven winch models and over fifty accessories to meet the needs of users in their various applications.**
- **An innovative business culture based on development and marketing.**
- **Over twenty devoted employees.**
- **Quality professional products.**
- **A constantly growing network of over 500 dealers.**
- **A network of local, reliable and effective suppliers.**
- **Thousands of winches sold worldwide!**





## THE COMPANY

Portable Winch offers portable tools for lifting and pulling loads. All our products are designed to perform complex or strenuous tasks in a simple manner.

Our wide product range is used around the world in diverse applications such as forestry, hunting, construction, telecommunication and infrastructure, to name a few.

We became the WORLD LEADER by designing winches incorporating exclusive features and technology enabling great autonomy while being inherently safe to use. Therefore they are portable, compact, simple and easy to use.

## MISSION

To provide the world with high-quality portable winches and accessories in specialised and professional markets while minimising our environmental footprint and keeping the inspirations of the team members in mind.

## VALUES

### LISTENING

We want to develop the listening skills for our employees, our customers, our partners, our suppliers, industry and the world. In short, we are listening to new trends.

### COMPETENCE

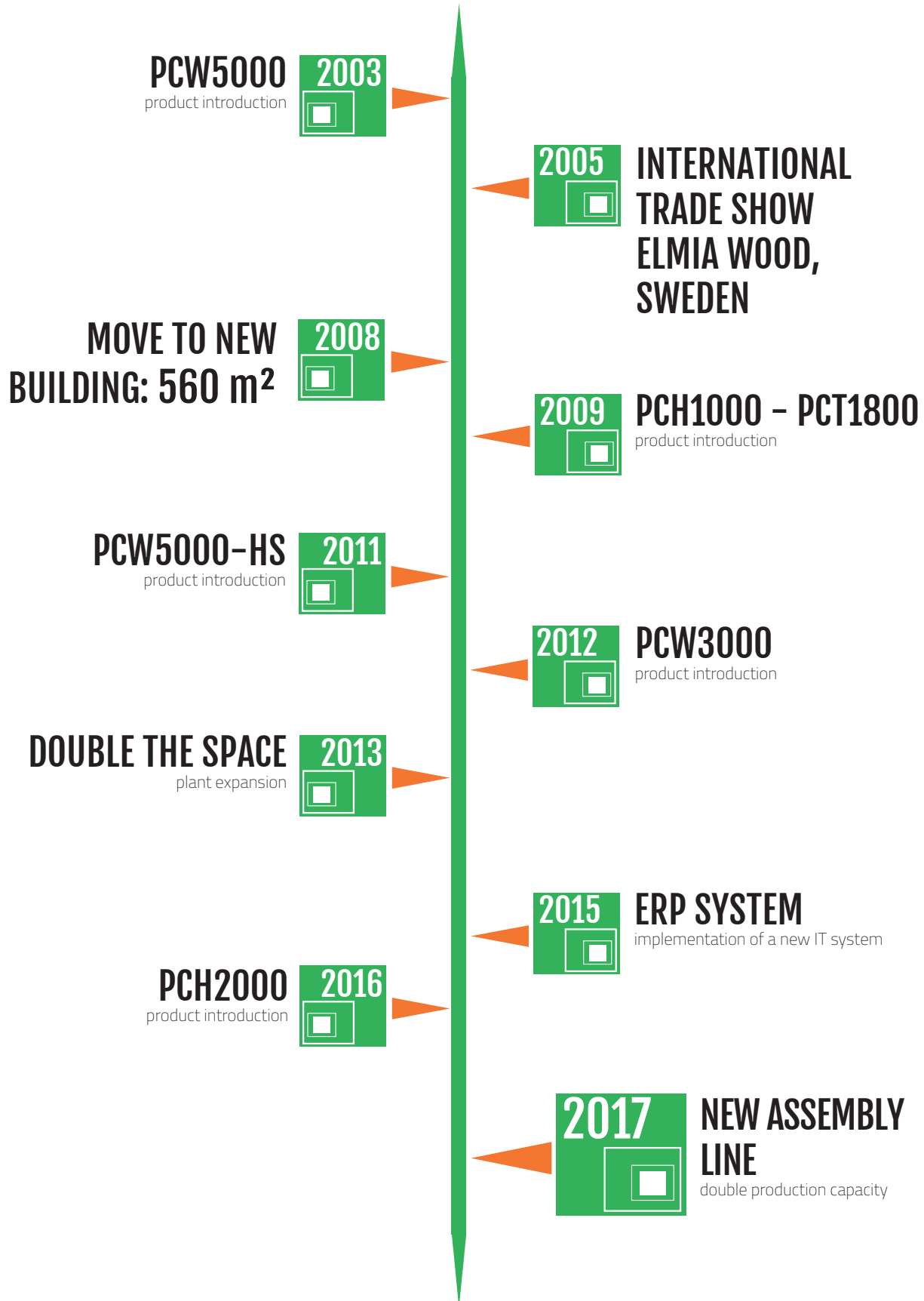
Perceptive, we benefit from exceptional expertise which we continue to improve daily to offer original products meeting current market needs and this at fair prices!

### PLEASURE

Portable Winch Co. boasts contagiously good humour. Motivated and surprising, the company chooses its partners, suppliers, customers and employees meticulously.

The best relationship is here!

# HISTORY





# HISTORY

## 2003

Portable Winch Co. is a joint stock company founded in 2003. The three partners, Pierre Roy, Christian Pelletier and Timothy Brown, all worked in the forestry industry when they met. As pioneers, they developed the first portable winch (PCW5000) to meet the growing needs of their first target audience - forestry workers.

## 2004

The acquisition of a previous company, Novajack, which belonged to Pierre Roy, allowed Portable Winch Co. to benefit from their website traffic and popularity on the web.

Thus in 2004, the launch of the PCW5000 model received extremely positive feedback and this would form the foundation for great commercial success. Portable Winch Co. then surrounded itself with key partners to meet growing production needs.

## 2005

Financially fragile, the company participated in Elmia Wood, the international forestry event in Sweden. The largest forestry event in the world! The company added several European distributors to its list of partners. Almost 400 winches were sold to satisfied customers during the year. Now profitable, the company continued its promising growth.

## 2006

Still developing, the owners got on a plane again and, this time, found themselves at Euroforest - the forestry event in France. There they met several other key customers, one of which was based in Italy. This strong partner allowed them to expand their network on the old continent.

## 2008

2008 marked the end of an era. Portable Winch Co. left its small premises on King East Street in Sherbrooke (province of Quebec, Canada) and headed for the city's industrial district. A new building with an area of 560 square metres (6,030 square feet) improved the company's productivity and helped to meet the growing demand of customers.

All of a sudden, the shareholders continued to employ new employees to help with production, sales and research and development. These key people helped to expand the company in a pleasant and energetic atmosphere.

# HISTORY

## 2009

For the first time in its history, Portable Winch organised a major event during which dealers and distributors from all over the world met in Sherbrooke for a captivating training session. In this same year, sales in the industrial sector became more significant.

## 2011

The PCW5000-HS was introduced in response to customers requiring less traction force, but more speed for pulling cables or fibre optics for example.

## 2012

After a long design process and technical tests, the smallest winch in the family which was designed for hunters, was launched. The PCW3000 is now available from dealers in over 35 countries. This same year, Portable Winch Co. received the award for Manufacturing Company of the Year from its region's Chamber of Commerce.

## 2013

With the wind in its sails, Portable Winch Co. doubled the area of its building as it had already become too small. Time and again, the company focused on its commercial development by participating in several events each year. It stepped up its distribution efforts by expanding its network and making large investments in marketing.

## 2014

Already being recognised as an innovative company, one of its key dealers asked it to develop a machine for the installation of perimeter wire for grass mowing robots or for animal enclosures. In response to this request, Portable Winch Co. introduced the PWM600MH perimeter wire machine. Over 1500 units are currently operating in Europe and North America. You can visit the website at [www.600mh.com](http://www.600mh.com).



# HISTORY

## 2015

With an exponential demand for its products in various markets, Portable Winch Co. invested again and implemented an ERP software (Enterprise Resource Planning) allowing it to improve its stock, production, order and delivery logistics. The company was ready to deal with new requests!

## 2017

Proactively, Pierre and Christian continue to promote their vision and develop strategic links with new partners around the world!

To date, over seven winch models and a full range of accessories have been developed and thousands of items have been sold in over 37 countries worldwide.

The management and all employees involved in the company's expansion are confident about their future and extend their thanks to their customers. Therefore, over the coming years, objectives will be based on the quality of products and exceptional customer service.