



NORTHERN METALIC SALES – START UPS AREN'T A NEW THING TO US!

Did you know that over the last 50 years almost as many companies have had their start inside of Northern Metallic Sales?

In true entrepreneurial spirit – sensing demand for products and services, getting ahead of an idea, imagining outcomes - Al Side tempered risk by using Metallic as an incubator for building on ideas and concepts, as well as for developing people. Businesses such as Prairie Truck & Trailer, Alberta Chain, Peace River Cable Service, Northern Husqvarna, Echo Chain, Visa Welding Supplies, GP Reload, County Industrial Park, Alberta Rail Rock, Nighthawk Vacuum Service all had their debut in Metallic. Names you may be more familiar with such as Visa Truck Rentals, Devco Developments, Baron Oilfield Supply and Northern Metallic Lubricants, together with Northern Metallic Sales, today represent the Side Group anchor companies and their people - the pillars of the business.

This month we feature our sister company Baron Oilfield Supply. Far from being a start up today, Baron is celebrating its 33rd Anniversary this fall. You may not know that in 1986 a couple of young guys with plenty of experience in the supply business were about to find themselves without jobs and a whole lot of commitments. Both Barry Smith and Randy Tully were Chaparral hands when that company fell on hard times. A long weekend, a quick meeting with Al, an inked- up napkin, and a firm handshake were the ingredients required to launch Baron Oilfield Supply. The official start date was October 15th, 1986 and for the next 11 years Baron was housed in the southwest end of the current Metallic building meshing systems and inventories. The fellows took a chance and have never looked back. It was just never an option. Today partner Barry Smith along with his management team lead a dedicated cast of seasoned supply veterans in 14 locations across Alberta & BC. The talent that Baron has acquired in 33 years is the envy of the industry whether they are working with large construction projects, maintenance crews, or sourcing products around the world for resale. Consistent throughout the organization is an obsession with customer service and delivery. And, the key to their success. Barry & Patsy, their clan, and the entire Baron family should be very proud of the road they have travelled thus far.

As we continue to mark Northern Metallic's 50th Anniversary in Alberta we must also celebrate our partner companies. These "going concerns" have not only contributed to the development of the Side Group but more importantly, they have defined our uniqueness and are what set us apart from the other little start ups. Together we are better! and that truly is something to celebrate!

SIDEGroup



WHAT WE OFFER



232PC MECHANICS TOOL SET

This 232 piece mechanics tool set includes SAE & metric 1/4" & 3/4" standard and deep sockets. SAE & metric 72 tooth ratcheting wrenches with ratcheting box ends. 84 tooth teardrop shaped head

ratchets, with flush mounted on-off lever. SAE & metric hex keys. Knurled full polish chrome extensions. Magnetic bit driver. Sockets feature off-corner loading design to reduce fastener rounding. This set also contains hex bits, torx bits, and e-torx sockets. All contained in a

3 drawer storage box with sliding drawers, side flaps to lock drawers in place, a steel hinged lid and durable handle.
#GEA 80944

\$399.⁹⁵
REG \$585.32