



THE 50'S AND 60'S: A GROWING REGION AND ECONOMY

Like many of the businesses that emerged in the 50's and 60's throughout the Peace Country, Northern Metallic responded to the various demands that a resource rich region tended to create. As the economy evolved, the demands grew. Mining, forestry, agriculture, transportation, oil and gas, and institutional growth all presented unique supply chain opportunities. Recognizing those opportunities became a hallmark of Northern Metallic's brand to the extent that most of the Side Group sister companies spent an incubation period inside Northern Metallic Sales.

In the late 60's mining company Dennison Mines was purchasing industrial supplies through Northern Metallic. They came through the doors because it was considered then, as it is today, a one stop shop. As it turned out, their shopping list included crew vehicles. Turning business away was not an option so an arrangement was struck with AVIS rentals out of Edmonton and Northern Metallic was in the rental business. Soon it became apparent that franchise operator was not a practical business model for Side so the letters were flipped, and SIVA Truck Rentals was born. Before long, SIVA was branching into BC and when the company went to incorporate under SIVA the corporate search revealed a company on the

Island was already using that name. Letters were flipped again, and VISA Truck Rentals emerged and was incorporated in 1971. You may wonder how they got away with using the name Visa? They had it first! Visa credit card, you may recall, was originally named CHARGEX! Another fun Northern Metallic fact!

For almost 50 years Visa Truck Rentals has been Renting, Leasing, and Selling vehicles across Alberta and BC. If you are a customer of Visa, chances are you are still a valued customer of Northern Metallic Sales. A proud member of Side Group, Visa joins the rest of the group in celebrating Northern Metallic's 50th Anniversary and in thanking you for your business.

WHAT WE OFFER



170 PIECE PROFESSIONAL TOOL SET

This Crescent general purpose mechanic's tool set contains a carefully selected assortment of professional tools for industrial jobs. It includes durable alloy steel ratchets, drive tools and sockets that are reliable and resist rust and wear. It also includes full polish combination wrenches, an adjustable wrench, pliers, bits, hex keys and screwdrivers. Comes in a heavy-duty blow-molded case with latches on top and sides.

#CRE CTK170MPN

\$149.⁰⁰

REG \$182.88