

# CELEBRATE KINGS: *Pride in our people, places & products*

## *Kings entrepreneur makes the most of playground system technology*

In many Maritime community and school playgrounds, bright, safe, and colorful wooden play equipment with slides, ladders, tunnels, and other fun things draws laughter and squeals as excited children enjoy a product developed by a very unique Kings County company!

In the back of the Annapolis Valley Regional Industrial Park, tucked among the trees, is Timbertec Creative Playsystems, one of four businesses created, owned, and operated by local entrepreneur Brad White. The other companies - Eastern Powder Coating, Ocean Playgrounds, and White Horse Stalls - are located on the same premises.

"There are three elements involved in my companies - powder coating, woodwork, and

metal fabrication," says Brad. "These are the common factors. All incorporate common technology."

A Kings County native, Brad gained his invaluable management experience supervising seismic exploration crews in Alberta. But after 12 years, the call of home was strong and he returned to Kings County.

"I've never found anywhere else I really wanted to live," says Brad, a Wolfville resident. "I like the situation - the climate and the feel of the place."

When Brad returned to Kings County, he began working with someone making playground equipment. He learned the business quickly, and soon decided to branch

out on his own. In 1986, he established Timbertec and, before too long, bought out his former employer's company.

When Brad first began Timbertec, the company produced more than just playsystems. But it soon evolved into a sole focus, with a staff of 12 during the peak seasons.

"It's a niche market," says Brad. "All our business is public tendered over the internet." The majority of Timbertec's competition is American, which provides the company a local advantage as they can transport and assemble without the cost associated with distance.

"We're more competitive because we're here in Nova Scotia, which is the main part of our market." All the playgrounds he and his staff design and build are for commercial use, assembled on site, and developed to withstand the climate challenges of Atlantic Canada.

Feeling the need to diversify and still make use of the technology at hand, Brad created

Eastern Powder Coating as a subsidiary of Timbertec. It is now the largest facility of its kind in Nova Scotia. Powder coating is a process where powdered plastic is baked on metal to keep it from rusting. It does the job of paint, but doesn't flake or peel, is safe for children, and can be used for a wide variety of purposes.

A third company, Ocean Playgrounds, was incorporated by Brad to design, fabricate, and install metal playground systems. It involves both the powder coating technology and the playsystem expertise.

Last, but not least, housed in the Timbertec facility is White Horse Stalls, which designs and builds unique, high-end equestrian stable systems. Where the primary markets for the other companies involve Nova Scotia and the Maritimes, the main market for this two-year-old company has been the United States.

"Still, seventy-five to eighty per cent is playground business," says Brad. "And creating safe fun for kids!"

*Story and photo by Marlene Huntley*



*Brad White shows part of a playsystem order.*



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