

Assiniboine Industrial Services

A Reputation Built on Dependability, Quality & Customer Satisfaction

Visit EconomicDevelopmentBrandon.com for more Brandon business profiles



An entrepreneur in the truest sense of the word, Brandon business owner Shawne Elder has parlayed a summer job driving around Western Manitoba refurbishing propane tanks exteriors into a well-established industrial coating services business boasting the 2nd largest paint shop in Manitoba – and he's made it look easy.

To help put himself through post-secondary engineering studies, Elder's coatings career was born in his 1982 Camaro, which he would load up with paint and rollers and drive around painting tanks for a local propane company. He later worked at a local sandblasting business, before eventually establishing Assiniboine Industrial Services in Brandon in 2000.

Operated out of extremely humble surroundings in the beginning – its very first "office" was little more than a large tent set up on a piece of vacant land on the outskirts of Brandon – Assiniboine Industrial Services has steadily grown its client base and now operates out of its own 18,000 square foot shop in Brandon's Limestone Road Industrial Park, a location which offers an additional 10,000 square feet of blasting space and 40 acres of outdoor lay-down/prep space. The business offers various coating services, media blasting services, spray foam application services and vacuum truck services to clients in the industrial, agricultural and oil production industries. Among its local client base are long-term clients Koch Fertilizer, Agrium, Enbridge Pipelines, and Canexus Corporation. The company has also completed past projects in Alberta, Ontario, Northwest Territories, Nunavut, and in Minnesota.

AIS's highly-specialized services range from the blasting, cleaning, and coating of industrial tank interiors, to the blasting and coating of a plant or facility's structural steel, to coating the inside and outside of pipes along an oil pipeline network. Recently added to Assiniboine Industrial Services' professional repertoire has been its spray foam application, which can be used to insulate fracking trucks in the oil field or to provide insulation for commercial and industrial roofing projects. That nature of such processes means that approximately 80% of Assiniboine Industrial Services' work is mobile, where all equipment is trucked in and work done on-site at a client's facility.

- Established in Brandon in 2000 by owner / operator Shawne Elder
- Offers a specialized series of services including tank coating, media blasting, spray foam application, and vacuum truck services to clients in the industrial, agricultural, and oil production industries
- 18,000 square foot facility in Brandon also offers additional 10,000 square feet of blasting space and boasts the 2nd largest paint shop in Manitoba
- Certified N.A.C.E. (National Association of Corrosion Engineers) Coating Inspector on staff
- Employee complement can range anywhere from 1 dozen to 3 dozen media blasters and painters, depending on project load
- Listed by both Enbridge & Trans-Canada Pipelines as a preferred company for coating services



Assiniboine Industrial Services

A Reputation Built on Dependability, Quality & Customer Satisfaction

Visit EconomicDevelopmentBrandon.com for more Brandon business profiles

However, specific coating services can also be done on-site in the company's expansive shop. While AIS strives to source its raw paint products from Brandon or Manitoba suppliers, all its blasting media is sourced from Alberta. It is not uncommon for the company to use between 3 and 4 semi-loads of sand each month in its operations!

Assiniboine Industrial Services has employed as many as 3 dozen employees during peak projects, though the depressed oil field activity of late has reduced staff complement to less than 1 dozen. Assiniboine Industrial Services has enjoyed the loyalty of long-term skilled media blasters and painters, thanks to its competitive wages and bonus structure. The company also has a full-time manager, but a lean front-end otherwise. However, Elder notes that their current building has space for approximately a dozen additional administrative staff if future expansion warrants it. In 2015, Assiniboine Industrial Services' payroll was approximately \$800,000, a figure anticipated to be lower in 2016 due to less work in the pipeline sector.

Operating within such a niche market with its various ups and downs, key to Assiniboine Industrial Services' success has been an organized, consistent approach when it comes to bidding on and completing projects. Elder's Level 3 certification in NACE (National Association of Corrosion Engineers) inspection has also provided a competitive edge, with AIS currently listed by both Enbridge & Trans-Canada Pipelines as a preferred company for coating services.

Assiniboine Industrial Services also shows commitment to protecting the quality of the environment in which it operates, and in turn, ensures the health and safety of its employees, customers, and the public impacted by its operations, products, and services. They conduct every aspect of their business in conformance with applicable laws, regulations, and industry standards. Where there are no legal or industrial standards, AIS is proud of its responsible practices to minimize environmental health and safety practices.

Mix in Elder's attention to detail, his perseverance in client diversification, and an overall commitment to dependability, quality and customer satisfaction – and Assiniboine Industrial Services appears to have found the recipe for success!

