

[en Francais](#)

IFAI Talking Textiles Available Now on Streaming Services

This month's division update features a piece from IFAI Talking Textiles. We are now into the third episode which highlights Claude LeBel, founder of Canadian architectural textile firm Sollertia. In this episode, Claude talks candidly about taking on new projects, his beginnings in the industry, working with Cirque du Soleil and how his career and business have evolved to where they are today. The episode is available in French on our podcast feed and covers some of the same topics, plus additional content, so we encourage you to listen to both the French and English versions. The podcast is now available on [Apple](#), [Google](#), [Spotify](#), and [Libsyn](#). A link to the podcast can also be found on IFAI Canada's website at canada.ifai.com.

Podcast Interview

The following is an excerpt from the podcast interview with Claude LeBel interviewed by Alex Petizian, of Naizil Coated Fabrics Inc. and Mark Tyrrell, of LaSalle Canvas Inc. Questions and answers have been edited for clarity.

Mark Tyrrell: How does Sollertia look today, compared to what you envisioned it to be? Has it surpassed expectations? Or does it look quite different than what you imagined in the beginning?

Claude LeBel: Actually the targets are still the same, but the tools we have now bring us to another point of view. We can do more with what we have. We have a lot of suppliers, partners and friends around us who know how we work. We work with people with a good heart and can be honest with them. It's important to feel confident with our partners. I want to make sure that everybody getting involved will reach what they are looking for and that I'm not disappointing my partners or staff.

Mark: You remind me of an expression that came from a friend "If you want to go somewhere fast, you go alone. If you want to go far, you go with the village or all together."

Claude: Yes, I think that is the right way to see it. I'm really slow.

Alex Petizian: You can look at it as being really thorough as well.



The purpose of IFAI Canada is to promote the welfare of the Canadian Industrial Textile Industry, to improve the status of the Association members in the community and to benefit the users of Canadian Industrial Textile products.

Division Contact

[Christine Gerard](#)
651.255.6926

Membership Renewal

Is your membership current? [Click here to renew online](#) or email [Janet Atz](#) or call +1 651 225 6982 or 800 486 3947.

Member Directory

Looking for a member or supplier? Check out the full [Membership Directory](#).

IFAI Canada LinkedIn page

IFAI Canada invites you to connect with them on their LinkedIn page, where you can engage with other IFAI Canada members and find out about all the IFAI Canada happenings. [Click here](#) to join us today!

Member Benefit Programs

Preserve Working Capital with Equipment Financing

SCL Equipment Finance (SCL) is a nationwide equipment finance company and an IFAI member, specializing in providing funding to the Industrial Fabrics Industry. [Learn more!](#)

Simple, Secure and Reliable Payment Acceptance

CardConnect provides custom, cost effective solutions for members that are already accepting or looking to accept debit and credit cards. [Learn more!](#)

Business AdvantEdge

Offering significant savings across a wide variety of products and

Mark: Whatever adage you want to apply to it "it's a marathon, not a sprint." When you use the support around you and your resources, it creates a sustainability and the longevity that you really need as a business where you are not trying to figure it all out by yourself. The ideas don't all come from you, but rather those around you, creating a more fulfilling experience and working environment.

If you enjoyed this little excerpt from the podcast, we're sure you'll enjoy listening to it in its entirety through the following link ifai.com/podcast.

Welcome to our New Members

As of July, 2021

[Westway Tents, Inc.](#)

[Les Industries Harnois](#)

[SupplyRite Steel, Inc.](#)

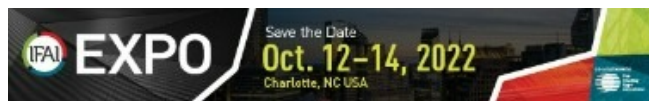
Product Diversification and Networking Workshop 2022

Join us for the Product Diversification and Networking Workshop taking place Feb. 23-24 at Sharps's Tarp in Salt Lake City, UT. This workshop features education and networking focused around product diversification. Join others in the industry involved in various textile markets- industrial covers, marine products, RV skirting, awnings, truck covers and more. Join us for this workshop and discuss equipment, hiring needs, and getting employees up to speed. You will also enjoy time connecting with fellow fabricators and suppliers. [Click here for the full schedule.](#)

[Register today!](#)

IFAI Expo 2022

IFAI Expo 2022 returns in-person to Charlotte, NC, Oct. 12-14! Join thousands of stakeholders across the industry for four days of sourcing, education and social interaction. Exhibit booths and sponsorships are open for purchase now at IFAIExpo.com/Exhibit. Sign up for Expo updates [here](#).



Member Directory

[Canada's Membership Directory](#) now has improved functionality and information making it easier for you to find what you need, search by product, location and division. You're invited to search the directory for all of your product needs.

CONNECT by IFAI

Build connections and find solutions on CONNECT by IFAI. This online platform from IFAI facilitates valuable networking with industry peers. CONNECT offers a platform for you to post your questions and find answers, share resources and find members that can help you solve challenging problems. Get started today at [CONNECT](#).

services including fleet fuel, office supplies, furniture and technology equipment, payroll processing and more!

[Learn more!](#)

ISO Certification Program

Achieve your ISO certification with a discount on products.

Certification to ISO standards (like ISO 9001) can set you apart from your competition and improve your processes. [Learn more!](#)

IFAI Textile Career Center

Businesses meet employees on IFAI's Textile Career Center. Post your resume, apply for jobs and get job alerts. You know just what you need in your search for staff. Our targeted audiences will ensure your listing is seen by interested job seekers, whether actively or passively looking for work. [Learn more!](#)

IFAI Small Business Center

IFAI has created an online guide to small business management. Find articles, advice and how-to guides on business, financial and operations management, sales and marketing, staffing and workplace safety regulations. [Learn more!](#)

*Keeping our members informed and connected is our top priority.
As an IFAI member you receive many exclusive benefits. Learn more about your member benefits,
advertising and subscribing to IFAI e-newsletters.*

MY BENEFITS

ADVERTISE

SUBSCRIBE



You are receiving this email because you or your company have done business with IFAI
or IFAI has found legitimate interest between IFAI's products/services and you or your company's needs.

[Subscribe to E-newsletters](#) | [Privacy Policy](#)



Industrial Fabrics Association International

1801 County Road B West, Suite 100 | Roseville, MN 55113-4061 | +1 651 222 2508 | +1 800 225 4324 | IFAI.com

Copyright 2022 Industrial Fabrics Association International. All rights reserved.