



Great business success stories often come into fruition with money to invest and a keen entrepreneurial mind. For Joe Pozeg, a tool and die maker and President of New Trend Corp., it was a labour of love after the passing of his brother that makes his success a story that would touch even the most rigid entrepreneur.

“After my brother passed away in 2003, I created a six-foot coat of arms made of steel for my mother to place in her garden,” Pozeg explains. “It was a way of relieving our grief and commemorating my brother and our family.”

Years passed and growing concerns of a cough he started to develop changed his thought process. He was concerned for his health and felt that working at a local tool and die maker in Cambridge, Ontario was a contributor to his ailments.

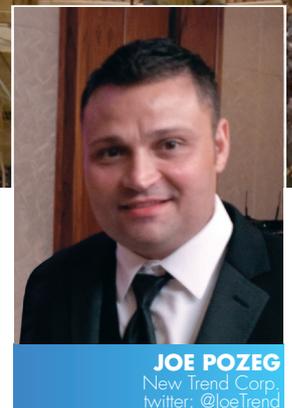
The downturn of the automotive industry was also a concern for many labourers in the area and it was then when Pozeg’s wheels started turning about creating a business that suited his skill set.

In 2006, he shared his business idea of maintenance-free steel ornamental inserts for fencing with his family around a campfire. Everyone agreed that his concept was a viable one as steel decorative fencing wasn’t something one saw in the area.

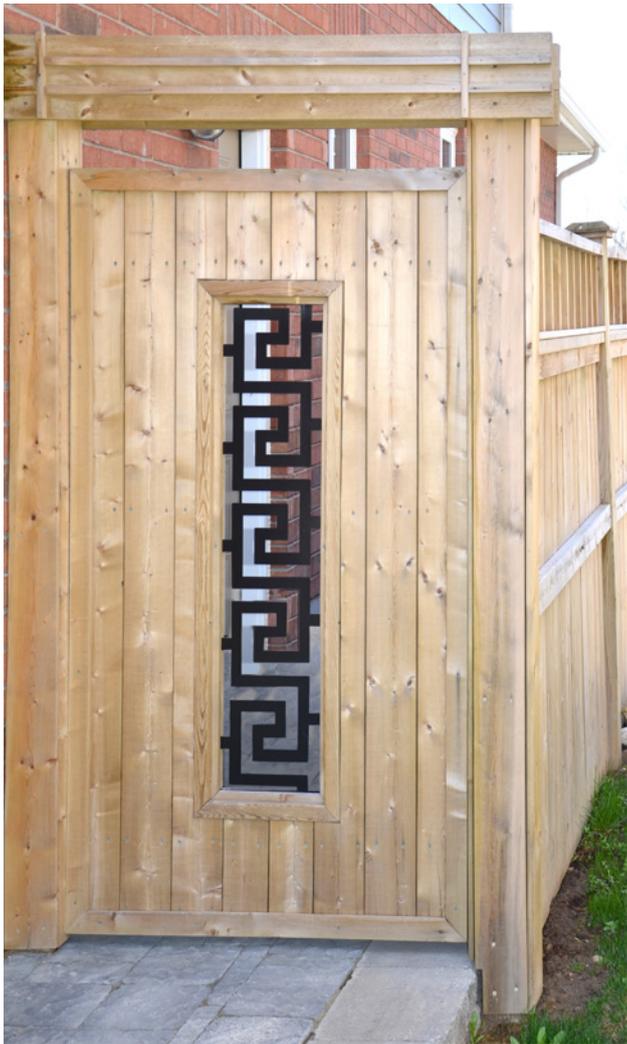
After doing his market research at local hardware stores and numerous conversations with business owners, he realized that no one out there was doing anything different in the fencing industry. He quickly embraced this opportunity by creating his ornamental leaf “Fencerts” on a part-time basis.

The ultimate test of his creation was at a home show in London, Ontario in March of 2007 where the response was so overwhelming that a buyer for St. Jacobs-based Home Hardware approached Pozeg about displaying his fencing at 10 of its stores in Ontario on a trial basis.

After that, Pozeg and his father worked day and night creating and delivering his fencerts to suppliers. It was during this time that the company he had worked for closed down for good. Pozeg was very thankful for his hindsight.



JOE POZEG
New Trend Corp.
Twitter: @JoeTrend



Everyone agreed that his concept was a viable one as steel decorative fencing wasn't something one saw in the area.

Since then, New Trend Fencing has established a full time residence in an establishment on Lancaster in Kitchener, Ontario where they supply ornamental fencing, "Fencerts", insertable fencing systems, bamboo fencing, chain link fencing, and ornate accessories for wood decks and wood fences to over six major hardware chains across Canada.

Pozeg's positive outlook on his business, his humorous personality, and trustworthiness are all contributors to the success of his business. He is a networker who has created valuable relationships and takes no opportunity for granted. Recently, New Trend fencerts can be seen on the HGTV show *Decked Out* with Paul Lafrance and participated in our *REVIVE*

magazine *Remodel* in Scugog, Ontario. When asked what he doesn't do anymore regarding his business:

"I do everything. In the beginning, I always delivered my product to suppliers and I still do today when time allows," says Pozeg. "You can find out so much about what works and what doesn't about your products when you're "just" the delivery guy."

Not only does New Trend Corp. keep up with "new trends" in fencing innovations, but they are online and connected on Facebook.com/newtrendfencing and on Twitter where you can speak to Joe directly at @JoeTrend.