



SUNROOM MANUFACTURERS ANNOUNCE NEW CANADIAN ASSOCIATION

The Canadian Sunroom Manufacturers Association (CSMA) is pleased to announce its recent formation to represent sunroom, patio room and solarium manufacturers and distributors in Canada. Based in Toronto, CSMA is the new voice of the industry.

President Bart Bremmers is the General Manager of *CraftBilt* Materials Ltd. in Markham, Ontario, and a founding CSMA member. “This is very positive news for our industry *and* our customers” said Mr. Bremmers. “We believe CSMA will help its members to set certain benchmarking standards by which the industry can be measured.”

CSMA is dedicated to the advancement of the manufacture and construction of safe, energy efficient and environmentally conscious sunrooms, patio rooms and solariums. A short-term priority is the development of a branding strategy, with longer term goals to create industry-wide standards and to lobby various governments.

By establishing criteria that members must meet in order to join the association, the clear message to home builders, renovators, consumers and other buyers is that doing business with CSMA members should be a priority. “Non-member manufacturers and dealers are strongly encouraged to consider joining CSMA,” said Mr. Bremmers. “As we move forward, being a member will be a distinct competitive advantage.”

“Sunroom dealers will play a critical role in how our industry progresses. Through dealer surveys, the CSMA will be able to demonstrate to government, particularly housing ministries, the magnitude of our industry and the impact of poorly thought-out building policies.”

For more information about CSMA, contact Wayne Glover, CAE, Executive Director, at 416-646-1600 or info@canadiansunrooms.org