

**Ontario Fostering Business Innovation and Expansion in North Bay**

*More than \$1.8 million provincial investment supporting development of new technologies and job creation*

**NEWS**

December 16, 2022

**NORTH BAY** – The Ontario government is providing more than \$1.8 million through the [Northern Ontario Heritage Fund Corporation](#) (NOHFC) to three companies in North Bay to support business expansion and the research, development and commercialization of new and innovative technologies. This investment will help create jobs, diversify product and service offerings and boost economic growth in the northeast.

“Our government continues to foster a strong future in the north by supporting economic growth and job creation,” said Vic Fedeli, MPP for Nipissing. “These businesses play a critical role in the northern economy, supporting the community and contributing to the province’s prosperity as a whole.”

Wrmth designs and manufactures heated outdoor furniture. The company will use NOHFC funding of \$1,344,493 to commercialize its flagship product – the smart muskoka chair – and develop software to allow users to control the chair using a mobile device.

One Red Maple Inc. designed a browser extension people can download onto their smartphone, tablet or computer that lets them quickly search, locate and buy products from locally owned stores instead of from larger big-box retailers and online corporations. The company will use NOHFC funding of \$483,495 to enhance this web-based technology.

Cuna Railway Innovation Inc. provides railway services such as inspection, maintenance and snow clearing. The company will use NOHFC funding of \$67,607 to purchase specialized equipment and train staff to expand its range of services.

“Supporting local businesses as they expand and innovate helps create jobs, keeps the north competitive and attracts new investment,” said Greg Rickford, Minister of Northern Development. “NOHFC funding helps companies thrive, leading to economic diversification and providing real opportunities for employment in the North Bay area.”

The NOHFC promotes economic prosperity across Northern Ontario by providing financial assistance to projects—big and small, rural and urban—that stimulate growth, job creation and skills development. Since June 2018, the NOHFC has invested more than \$578 million in 4,935 projects in Northern Ontario, leveraging more than \$1.87 billion in investment and creating or sustaining over 7,870 jobs.

**Quick Facts**

- In 2021, the Ontario government launched [new and improved NOHFC programs](#) that support more projects in rural northern communities and make it easier for more people and businesses to apply. The programs target existing and emerging markets, provide more work opportunities for Indigenous people and address the skilled labour shortage in the north.

### **Additional Resources**

- The [NOHFC](#), [Northern Development Offices](#) and [Small Business Enterprise Centres](#) are available to support northern communities, businesses and other stakeholders in identifying economic development opportunities and assist in accessing government funding programs.
- The NOHFC's [Invest North Program](#) is designed to boost economic growth and attract more investment by supporting business development, expansion and innovation.

### **Quotes**

"Wrmth has chosen North Bay because the opportunity for building competitive onshore manufacturing is in the province's north. Manufacturing here means adding high value jobs and bringing innovation and new intellectual property to Northern Ontario." – Sally Daub and John Pomeroy, Co-Founders, Wrmth

"One Red Maple is giving independent retailers the tools to compete against large online corporations and big-box stores. Our browser extension compares what shoppers are looking at on a webpage such as Amazon's and looks for local matches and redirects you to the local store to make the purchase, while our mobile app allows you to search the local database of products. Thanks to Ontario government funding, One Red Maple has now launched in North Bay, Sudbury and Kingston as our test markets." – Mark Sherry, President, One Red Maple Inc.

"Cuna appreciates the support from the province with our ongoing growth strategy. We are using NOHFC funding in order to strengthen our asset base and in turn our position in our industry." – Alex McCulloch, President, Cuna Railway Innovation Inc.

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