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Luis Ferreira
President and COO
Wegu Manufacturing



Wegu’s Way

Wegu Manufacturing’s advanced products show exactly how flexible the company can be

Wegu Manufacturing is obviously as flexible as some of the rubber formulas used on its production lines.

The company made sailing boats when it first came to Whitby about four decades ago, but has since shifted to producing rubber components used everywhere from the automotive sector to industrial applications. Its parts now include everything from the liners in a mine’s pumps to the isolation pads that control vibrations in family cars.

The related techniques have evolved along the way. “The oldest processes of that kind deal with compression moulding. It then evolved into rubber injection moulding. We also have highly sophisticated, multi-shot plastic injection moulding where rubber and other products are injection moulded at the same time,” explains Luis Ferreira, President and COO. “In one single tool we can inject various materials into the tool to make a single part without having to do any assembly, and that gives us a competitive advantage.”

The pressure relief valves made for cars offer a perfect example of how complex some of the products can be. The valves—which combine several materials and everything from a seal to a mechanical flap—control the flow of air inside the car every time someone opens or closes a door. These make sure that ears don’t pop whenever a door is closed, and offer an important barrier to carbon monoxide.

Research and development in the Whitby facility even helped to create a pressure relief valve that could be controlled independently of others in the vehicle, helping automotive clients to better control noise. “We develop the materials that go into our product, so the rubbers are proprietary to Wegu,” Ferreira adds.

A Whitby locale supports the business in several ways.

“The Town of Whitby has been very supportive to businesses,” he says, referring to the Economic Development Office as an example.

Community of Choice...for Business

Fast Fact Wegu is developing innovative rubber materials at its Whitby location.

WEGU MANUFACTURING [continued]



"They introduce businesses such as ours to other businesses.

They allow us to correspond with the governments of Ontario, the federal government. They involve us in seminars, in sessions where we meet potential customers. All in all, you couldn't ask for a better local government to help businesses."

The nearby harbour that was originally needed to support the building of sailboats now provides another kind of support. "The plant enjoys water directly from the lake to cool its processes," he explains.

For its part, the area's extensive manufacturing base offers an important resource in the form of skilled labour. "We're able to get people here who have manufacturing experience because there are a lot of companies in the area, and have good knowledge of manufacturing processes and require little training when they're hired," Ferreira says.

And the local highway network keeps all their products on the move.

"The close proximity to the 401 makes transportation very easy for our business. Most of our product is shipped by truck, and we are within a kilometre of the 401, and the access to the entirety of North America by road makes this a very viable location."

Luis Ferreira, President and COO, Wegu Manufacturing

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