

## **C.B. company sees the light**

Glazing company to hire 238 in major expansion  
By JOCELYN BETHUNE



SYDNEY RIVER — It's all about light, says the president and CEO of Advanced Glazings Ltd., which is about to undergo a major expansion.

Doug Milburn's Cape Breton company is to hire 238 people and double its building size over the next five years. The jobs will range from entry level to senior management.

The province also announced Friday it will give the company a \$780,000 payroll rebate over the next five years.

"The market has changed dramatically," Mr. Milburn said Friday. "Green building and natural lighting are the hottest items out there."

The Sydney River company manufactures insulated glass units that diffuse sunlight, "redirect it, remove the glare and turn direct harsh sunlight into soft natural light," Mr. Milburn said.

It's useful for lighting the interiors of commercial buildings, is esthetically pleasing and "it helps to keep the lights off," he said.

"We offer real honest-to-God light for real projects with real people inside them, and that makes us unique."

Advanced Glazings products can be found in over 200 Target department stores in North America and at the Queen's University Cancer Research Centre in Ontario and the Cirque du soleil school in Montreal.

And just recently, the company has jumped from commercial buildings to residential with the addition of a Manhattan condominium development using the innovative glass.

Spreading the natural light inside a building is energy-efficient, Mr. Milburn said, and can mean an energy saving of up to 50 per cent. That is one reason he decided to take his glazings to market.

"We have to reduce our ecological footprint on the planet," said the father of two.

During his address to the 125 politicians and business people gathered at the Sydney River plant, Mr. Milburn described the difficulties he faced when he decided to leave Ontario to develop and manufacture his innovative product in his Cape Breton hometown.

"There was a real branch plant-based economy here, the financial infrastructure wasn't here (for entrepreneurs), but we managed to raise \$8.5 million in private financing. That is a major accomplishment," he told the crowd.

One of Advanced Glazings' biggest challenges, he said, was not being able to get government funding in the early days. But Premier Rodney MacDonald said times have changed and the province is looking to invest in innovation and technology.

"This government is open for business," he said.

Economic Development Minister Richard Hurlburt told The Chronicle Herald that Advanced Glazings and its technology are "really helping to put Nova Scotia on the map."

"The government is here today to show that we support this company and we will be here to help it grow," he said.

It's another ray of light for the Cape Breton economy. Just last week, a European team announced a \$300-million housing development and Nick Faldo-designed golf course for a location outside Louisbourg. Developers hope it will employ 400 people by the time it is finished, estimated to be in 2013.

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