



L'Express, Drummondville et sa region

“The Prix Distinction validates what we’ve been doing over the past ten years.”

Richard Voyer, Soprema



By Maxime Rioux

Online article filed November 1, 2008 11:20pm

The General Manager of Soprema, Richard Voyer, was delighted to learn that the company, which specializes in waterproofing products for roofs, is recipient of the Prix Distinction (Enterprise of the Year). He spoke with L'Express, a few minutes after a jubilant audience honoured him with a standing ovation.

“We didn’t expect this, but we knew we had a chance,” revealed the GM of the company, founded in France. I think this award validates what we’ve been doing over the past ten years. In the last five years, we’ve doubled our business. Of our 14 factories around the world, Drummondville stands out in many different ways.”

It’s important to note that Soprema has also made its mark through advances in its odour and waste treatment systems.

“In the time to come, we also wish to get involved in more fundamental research. For example, we want to make better use of natural materials,” said Richard Voyer.

In addition, staff and management of the company (which has its head office in Strasbourg, France) have involved themselves in the Drummondville community over the past few years.

“For about five years, Soprema’s contributions to the Drummondville community have become more significant. Socially, we’ve become a major player. The City of Drummondville is dynamic,” noted Mr. Voyer.

Soprema also shows it cares about the environment.

Alain Stanké

When Soprema’s name was called, it wasn’t Richard Voyer who came forward with a few words, but the popular Alain Stanké, the originator of “Drôles de vidéos” who’s also well known in the world of letters.

Now president of the organization “Travail sans frontière,” he delivered a humorous address in thanking Mr. Voyer and his company for their support. The foundation helps destitute and homeless youth. Mr. Stanké sprinkled the word “toit” (roof) throughout his speech, as an obvious play on the theme of Soprema’s area of specialty.

“We built and donated a green roof garden for the building where Alain Stanké’s foundation has its offices for its work on behalf of homeless youth. It was a major project,” added the

Soprema GM, who also indicated that the company is relocating its research and development installations to a new area along Highway 20 in February or March 2009.



Photo Caption

The General Manager of Soprema, Richard Voyer, credits winning the Prix Distinction (Enterprise of the Year) to the work the company has done over the past ten years. (Photo: Ghyslain Bergeron)