

Press Release

Uniban Canada and subsidiaries VitroPlus/Ziebart and UniglassPlus/Ziebart win a Maillon d'or for Innovation

Montreal, February 6, 2012 - Some 400 people attended the 11th edition of the Gala of the Conseil québécois de la franchise (CQF) at the Hyatt Regency Hotel in Montreal on January 23. Established in 2001, the Maillon d'or Gala is the annual gathering of industry franchisors, franchisees, and vendors. The prestigious event recognizes those industry players who stood out during the year, presenting them with Maillon d'or awards.

At this year's gala, Uniban Canada (VitroPlus/Ziebart–UniglassPlus/Ziebart) won the coveted Maillon d'or Franchiseur–Innovation for its product Conversense. Brendon Paul, Director, Product Development and Sean Cassidy, Vice-President, IT, proudly accepted the award.

More than an online communication tool, Conversense enables large-scale insurance companies, vehicle fleets, and any large company in need of online transactional claim processing to do exactly that, from the notification of loss to final billing. Conversense was developed thanks to the considerable contribution of the user base in the insurance field. Based on the processes and forms used by insurance companies, Conversense is strictly adapted to insurance company business rules; and once configured, Conversense requires no IT resources from these companies.

Conversense has been used monthly by thousands of users over the past seven years and is proven and well accepted by insurance adjusters and vendors in Canada. This product is very flexible and has many applications, for example, a glass estimating and claims management portal, and a general insurance claims module. In short, any company with a high volume of transactions requiring an absolutely secure, state-of-the-art processing method for these transactions is an excellent candidate for the products and services offered by Conversense.

The CQF is a non-profit organization that deploys all its resources and energy to promote and support the franchise as a high-performance business model.

The CQF shares its knowledge and expertise with franchisors, franchisees, and business partners so as to help them to improve their competencies. As well, the CQF gives future franchisors and franchisees all the assistance required to set up and develop their business model.

The CQF is also the credible and visible franchise spokesperson in dealings with the federal and provincial governments, municipal administrations, and public and parapublic organizations. Each year, the CQF holds its Maillon d'or Gala, distributing awards in various categories to franchisors and franchisees who have distinguished themselves in their respective niches.

Presiding over the jury was Brigitte Vachon, CA, Managing Partner of the Montreal office at Samson Bélair/Deloitte & Touche. Other jury members were Pascale-Mylène Beauregard, representing the Ministry of Economic Development, Innovation; Myriam Baudot, Senior Manager, Expertise Consulting Group, National Bank; and, Robert Teasdale, Executive Vice-President, Commercial Financing, Investissement Québec.