

QUARTZ CO.

QUARTZ CO. ACQUIRES LES CONFLECTIONS STROMA

Quartz Co. doubles its production capacity in Québec to meet growing local and international demand for winter coats

Montréal, September 23, 2019 - Quartz Co., a Québec company specializing in the manufacture of winter coats, acquires Les Confections Stroma, a major clothing manufacturing workshop established in Montréal for 50 years. A rapidly growing company with over 100 employees in Québec, the acquisition doubles Quartz Co.'s production capacity to meet the increasing demand for its high-quality products here and abroad.

Since 2015, the company has been run by brothers Jean-Philippe, François-Xavier and Guillaume Robert, and is experiencing remarkable growth with coats currently sold at leading retailers and outdoor stores in more than 20 countries, including Canada, United States, Germany, France, Japan, Norway and Greenland.

With a strong presence in Québec boasting three facilities in St-Hyacinthe, Victoriaville and now in the Montréal borough of St-Michel, Quartz Co. manages all its brand activities, including design, manufacturing, inspection, marketing and distribution. "Thanks to our employees' know-how and expertise, we are well positioned to continue growing. Since 2015, sales have increased threefold and are growing at a rate of 40% year over year. We are proud to create value-added jobs here in Québec, a global hub for fashion with a dynamic industry," says Quartz Co. President, Jean-Philippe Robert.

"In the past year, we have invested heavily in upgrading our manufacturing equipment and implementing leading-edge digital technologies to increase the efficiency and productivity of our operations. We intend to continue the shift to industry 4.0 begun with the support of our teams in order to strengthen our long-term competitiveness. In addition, the acquisition of Les Confections Stroma gives us greater operational flexibility to manage the market's upward fluctuations and to ensure better control of our schedules," says Quartz Co. Chief Operating Officer, François-Xavier Robert.

The acquisition of Les Confections Stroma is part of the company's expansion program. It follows the February 2019 acquisition our long-time subcontractor

Confection Bécotte in Victoriaville. "In 2019 alone, we tripled our workforce and are still looking for new skilled workers," adds Jean-Philippe Robert.

TEAMWORK

Jean-Philippe, François-Xavier and Guillaume Robert, engineers in industrial, electrical and civil engineering respectively, have extensive fashion and business management experience. The three brothers work as a team on the advancement and development of Quartz Co. As President, Jean-Philippe leads sales, marketing and product development. As Director of Operations, François-Xavier ensures the implementation of the manufacturing and digital strategies and acts as financial manager. Guillaume oversees production for the three sites as well as procurement and quality control.

ABOUT QUARTZ CO.

Founded in Québec in 1997, Quartz Co. has earned a leading position in the premium winter coat industry in Canada and abroad. Its products are recognized for their high quality, reliability, lightweight and resistance to cold climate.

Acquired in 2015, Quartz Co. is now led by three young entrepreneurs, Jean-Philippe, François-Xavier and Guillaume Robert. Trained engineers, the three brothers are keen to build a strong brand with timeless design, combining performance, know-how and sustainable vision. The Quartz Co. team is part of the next generation of Canadian winter coat manufacturers that will propel our tradition of excellence to new heights.

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MEDIA RELATIONS

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