

Chronicle Herald.ca

Firm puts green in clean
National chains scooping up BioSource products
By BILL POWER Staff Reporter
Wed. Jul 9 - 8:04 PM



David Pieroway, his brother Robert Jr. and mother Derrice show off BioSource's environmentally friendly cleaning products at the company's plant in Elmsdale. (Eric Wynne / Staff)

Eight years ago, Robert Pieroway handed out coupons at Sobeys in Elmsdale to boost sales of the fledgling line of green cleaning products for which he had a little bit of shelf space.

But on Tuesday, the president of BioSource Solutions Inc. was less worried about attracting customers. A crew of about a half-dozen workers at the company's Elmsdale plant was hustling to load skids onto a transport trailer destined for a massive Wal-Mart distribution centre in Ontario and from there to about 200 Wal-Mart stores across the country.

"It's one thing to come up with a good product that you know people will find useful," Mr. Pieroway said. "It's a thrill of a different sort to see that product getting national distribution, to see it land on retail shelves and to actually keep it there."

The BioSource line of green cleaning products has landed on shelves of Wal-Mart stores across the country in recent weeks and is carried by some other national chains, such as Canadian Tire, Home Outfitters, Sobeys in the Maritimes and some Atlantic regional operations such as Pierceys, Kent Home Improvement Warehouse and others.

The business is also making significant marketing strides and generating investor interest in the United States and Europe, where a product rollout is expected soon in Germany. BioSource also provides products for some private-label distributors in the United States.

The North American marketplace is hungry for proven environmentally friendly cleaning products like those produced by BioSource, and the company is ready, in newly expanded digs, to produce in volumes required by the big chains, he said.

Despite some remarkable achievements in product and market development, BioSource seems very much a family operation, with Mr. Pieroway's mother, Derrice, at the front desk and brother David managing production.

Company founder Robert (Bob) Pieroway succumbed to cancer about one year ago but guided BioSource Solutions (formerly Leading Chemical Mfg. Inc.) away from heavier,

chemical-based industrial cleaning applications and into the potentially more lucrative household marketplace.

The current president said the entire family could see that a massive shift in the marketplace toward environmentally friendly products was coming and moved seriously in that direction about three years ago with a name change and development of a complete green cleaning line, including everything from dish detergent to pet deodorizer.

Just about everything produced at the Elmsdale plant these days is in the green category, and only a few people in the community are aware of the company's rapid growth, as about 90 per cent of everything produced is shipped out of Nova Scotia.

"One hundred per cent of our growth over the past year has been outside Nova Scotia, and we're pretty proud of the fact we're producing green products for national distribution right here in the community, where the original business started about 20 years ago," Mr. Pieroway said.