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## Media Release

From the office of  
Rick Norlock, MP Northumberland-Quinte West

### **Government of Canada Supports Innovative Research and Development in Northumberland**

#### ***For immediate release***

**[Cobourg, ON, January 5, 2012]** — Rick Norlock, Member of Parliament for Northumberland-Quinte West on behalf of the Honourable Gary Goodyear, Minister of State (Science and Technology), today announced an investment in ARXX Building Products Inc. from the National Research Council Canada's Industrial Research Assistance Program.

The funding supports the hiring of an engineering graduate who will assist ARXX with Research and Development and other green initiatives.

“Our government is investing in science and technology to create good jobs, strengthen the economy and improve Canadians’ quality of life,” said MP Rick Norlock. “We are supporting Canadian firms that successfully develop innovative technologies and helping businesses bring those new ideas into the marketplace.”

The Next Phase of the Economic Action Plan provided new resources of \$80 million over three years to the Industrial Research Assistance Program to support collaborative projects between colleges and small- and medium-sized businesses to accelerate their adoption of information and communications technologies.

This \$30, 000 contribution will assist the Cobourg-based company with funds to hire and further develop the skills of engineering graduate Jaret MacDonald, which will in turn, assist ARXX with the growth potential of their unique and forward-thinking business model.

ARXX is the leading supplier of Insulating Concrete Forms (ICFs) for green, energy-efficient residential and commercial construction. ARXX ICFs provide a reinforced concrete wall building envelope solution that provides high-energy efficiency and significantly lowers operating costs. ARXX ICFs have been used in over 105,000 projects including numerous LEED projects, homes, schools, hotels and more.

#### **About National Research Council Canada and its Industrial Research Assistance Program**

The Industrial Research Assistance Program provides a range of both technical and business-oriented advisory services along with necessary financial support to qualified innovative small and medium-sized enterprises in Canada.

The program is delivered by a field staff of professionals in more than 100 communities across Canada. The National Research Council Canada is committed to working with small and medium-sized enterprises while they realize their full potential, turning knowledge and innovation into strategic opportunities, jobs and prosperity for all Canadians.

For more information (media only), please visit the [Industrial Research Assistance Program's website](http://www.nrc-cnrc.gc.ca/eng/ibp/irap.html) ([www.nrc-cnrc.gc.ca/eng/ibp/irap.html](http://www.nrc-cnrc.gc.ca/eng/ibp/irap.html))

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