

PRESS RELEASE – For immediate distribution

SDI Canada buys SDI USA

Montreal firm specializing in MRI shielding solutions to expand to numerous new global healthcare markets

Montreal, January 8, 2014 – Celebrating its 10th anniversary with a flourish, Montreal company SDI Canada, which specializes in the design and production of MRI shielding (commonly referred to as the Faraday cage), has just acquired SDI USA, its American counterpart, which in January 2014 will celebrate its 25th anniversary.

Toufic Abiad, 33, thus becomes the sole owner of the company for which he has worked since founding SDI Canada in 2003. He credits the transaction with the sound management of his firm, due in part to a business model based on teleworking and outsourcing. With an excellent reputation in its industry, hospitals and the healthcare sector in general, the company, a pioneer in its field, provides turnkey service, from design to final installation.

“This acquisition will double our staff to 30,” states Mr. Abiad. “The purchase of a top 10 player on the world stage will now propel us to among the top 5 in our business internationally, where we were previously 13th. It gives us access to a market, which in addition to all of North America, includes Mexico, Brazil, Ecuador, India, Bangladesh, and regions such as the Middle East, North and Central Africa, and the Caribbean.” While joined under the name of SDI Worldwide, the two organizations will nevertheless continue to operate under their respective identities.

A name synonymous with excellence

The amalgamation of the two firms will prompt considerable knowledge transfer and an exchange of expertise in the implementation of best practices with respect to ergonomics, safety and efficiency for SDI, which already holds 50% of the Canadian shielding market. Mr. Abiad intends to continue to place project quality over quantity, a strategic approach that will see SDI installations, which exceed National Building Code standards, become today’s highest rated in the high-end niche in the U.S. That being said, the firm will now conduct some 90 projects annually in North America as a whole.

Projects completed in the past year include the radiation oncology MRI room at the new MUCH, one at the Montreal Children’s Hospital (SDI Canada), two MRI rooms at Fort Hood military base in Texas, and eight research rooms at Baylor University (SDI USA).

With the two businesses complementing one another, the amalgamation will combine the ISO certification, organizational structure and unique processes of SDI Canada with the extensive expertise of SDI USA in research and development, design and site evaluation, interior finishing and acoustics. It will also offer the new company many high-quality partners. “In addition to continuing to work with Siemens, Philips, General Electric and Toshiba, we will now expand our pool of collaborators to Hitachi, Time Medical Systems, Fonar and other major manufacturers around the world,” concluded Mr. Abiad.

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