

MONEY



SASKATOON

Farmers say no to GMO wheat

Most Canadian farmers oppose the introduction of genetically modified wheat, a Wheat Board survey of 1,300 western farmers, shows. All but nine per cent said it shouldn't be grown until market conditions are met — such as proving benefits to farmers

MAKE SAVE SPEND

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Scruffy ads cleaning up for floors royal family

'SHAMELESS' CAMPAIGN: Dog's a hit, king's a geek, but the results are dramatic

 BY KIMBERLY SHEARON
STAFF REPORTER

Brad Newell, King of Floors president, could also be called the King of Hokey Ads.

Perhaps you've seen him on TV? He's the guy in the gold crown and red cape. And let's not forget about the "talking" dog — or Sir Scruffy as he's known to fans across the Lower Mainland.

The ads are low-budget, shoddily crafted and completely over the top. They also work. "It catches attention, it's fun, it's not boring," Newell said yesterday.

Shame is clearly not a factor for Newell. One commercial features him ripping a toupee off his head while exclaiming: "No rugs!"

Newell, and his brother, Paul, opened King of Floors, now the largest flooring distributor in Canada, in 1999. Three years later, they shot their first ad.

Results have been dramatic. Since the ads began, business has grown by 2,000 per cent and the Surrey store racks up close to \$20-million in sales each year, Newell said.

Not bad, considering five ads cost only \$1,000 and take about 90 minutes to shoot.

The ads feature long shots of flooring panels interspersed with scenes of Newell and Scruffy, decked out in "royal" attire reminding people: "Nobody does floors like the King of Floors — nobody!"

Newell estimated that 85 to 90 per cent of people in B.C. have seen one of his ads.

"We get mostly favourable responses from people," he said. "We get the odd person who doesn't like it, but they still shop here so we must be doing something right."

While Newell occasionally gets recognized in public, Scruffy is the real celebrity, he said.

The store hands out autographed photos of Scruffy to children.

The Lhaso Apso's popularity also stretches along the Sea-to-Sky Highway.

Three years ago, Newell and his brother went for lunch at a Squamish fish-and-chips joint where Scruffy's picture hangs alongside the likes of Robin Williams.



Brad Newell, the guy in the cape, is the self-styled 'King of Floors.' With his dog Scruffy, he stars in an ad campaign that's weak on style, but strong on reaction. — SUBMITTED PHOTO

"My brother says, 'Do you know who that is?' And every kid in unison [says], 'That's Sir Scruffy,'" Newell recalled.

"Then my brother says, 'What do you think of the guy in the cape?'"

"And in unison, they said, 'He's a geek!'" A geek? Maybe.

Savvy businessman?

Definitely.

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Teck copper output to fall

MINING SETBACK: Crack in Valley Pit's east wall hinders access to ore

Vancouver-based Teck Resources has cut its copper output expectations for this year and next due to movement of a pit wall at its Highland Valley mine in B.C.

Copper production at Highland Valley will fall by about 16,000 tonnes to 117,000 tonnes in the second half of this year and by 52,000 tonnes to 85,000 tonnes next year, Teck said yesterday, cutting overall 2010 copper output by 13 per cent to about 343,000 tonnes.

Company spokesman Greg Waller said officials discovered a crack running up the east wall of the Valley Pit, one of three pits at the operation.

The company has closed off that part of the pit, blocking access to a large body of ore that was to have been mined over the next few years.

"The way to deal with it is we have to remove more waste from the top of the wall to reduce the load on it, and then you take some of that waste and put it at the bottom of the wall just to form a bit of a buttress," Waller said.

Lost production will be partly made up by increased mining from the other two pits.

Output should return to normal by 2011, he said, although the operation's life-of-mine's reserves are expected to be cut by about two per cent.

Highland Valley, which produced 122,300 tonnes last year, had been expected to boost output by about 10,000 tonnes this year due to improvements in ore grades and recoveries.

As well as copper, Teck is among the world's top producers of zinc and metallurgical coal. It also has assets in Alberta's tarsands.

UBS analyst Brian MacArthur cut his 12-month stock target to \$21 from \$22 on the news, and maintained a "buy rating," noting that coal remains Teck's largest driver of earnings and cash flow.

— Reuters

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