

CORE FAMILY VALUES





Tria Products Ltd. is a Manitoba-based and family-powered engineering and manufacturing company specializing in concrete solutions, custom precast structures, and equipment fabrication. Since forming over 20 years ago, they have provided clients with a wide range of integrated products and services, and they have built an unrivalled industry reputation for their innovation and reliability. Today, they are known as one of the province's leading experts in concrete, and they are equipped with the products, technology and experience to ensure the success of virtually any project.

"From the very beginning, our mission has been simple – to build not just superior equipment, but lasting partnerships rooted in trust and mutual respect," says Joe Wipf, one of the founders and leaders of the company.

"Guided by core family values, we treat every client as an extension of our own team," he continues. "We believe in the golden rule – treating others as we would want to be treated. This philosophy is the bedrock of our unwavering dedication to customer experience, ensuring our clients feel supported, valued, and heard at every stage of our collaboration. This close-knit collaborative approach allows us to deliver top-tier, customized solutions that meet our clients' unique needs."

The Wipfs founded Tria Products in 2004. Joe personally brings over a decade of experience in customer relationships and business development to his role, while Jordan and Dwayne each have over a decade of experience in the concrete business. None of them began their careers in concrete, however – they all actually started off as pig farmers.





“Every success story in the world comes from pig farmers,” Joe says. “They don’t make it and then they have to go look for something that’s actually going to make them money.”

The Wipfs previously were part of a family farm in the Arborg area of Manitoba, where they would raise sows “farrow to finish” and ship about 25,000 of them per year. Supporting that operation required building and maintaining infrastructure, which led them to purchasing a concrete batch plant, some trucks, and some loaders. After seeing the quality of the infrastructure they produced, other local farmers started coming to them with projects to do around their farms.

In those early years, the concrete work was strictly secondary to the farm – they only supplied concrete when it didn’t interfere with farm operations, so never during seeding season or harvest. Leadership sees that discipline as something that ultimately served them well. The business stayed grounded while it grew organically, with opportunities arriving rather than being chased. That period of measured, deliberate growth continued for a few years, until the company received their first commercial contract in 2008.

At the time, Parkwest Projects out of Winnipeg was building a water treatment plant at Fraser River First Nation. There was no concrete supplier close enough to service the remote site, but there was a personal connection – one of the owners lived not far from the Wipf farm. There was also a condition – they would need to figure out how to



set up a concrete supply operation directly on the project site.

“That’s what led us to design and build our first portable concrete batch plant,” Joe explains. “After the project was complete, Parkwest saw how efficient that plant was on site, and they purchased it from us to take to their next project.” That transaction was a turning point. The partners recognized that there might be a market not only for supplying concrete, but for building the equipment used to supply it. They got the idea to manufacture batch plants, but that required a proper facility. In characteristically inventive fashion, they decided to build their shop out of concrete, the material they were already supplying. To do that, they acquired precast concrete tables from Alberta and began their manufacturing operation. As word spread and people visited the site, an entirely new business line emerged almost spontaneously. They sold their first precast concrete building to a farm near Winnipeg, and from there, the three business lines – ready-mix concrete, building systems, and equipment manufacturing – began working in tandem.

For years, the company operated under the name Broad Valley Redi-Mix, a reflection of their agricultural roots. But by 2020, it was clear that the business had outgrown that identity. That year, the partners made the decision to formally separate from the farm and launch Tria Products. The next year, they established Tria Consulting, an engineering firm based in Winnipeg created to support the technical demands of the growing



enterprise.

“There was no business plan in place,” Joe recalls. “It was boots on the ground – a lot of hard work, collaboration, and commitment.”

These days, Tria Products employs up to 200 people, with another 10 on the consulting side at Tria Consulting. The company holds COR certification, is fully bonded and insured, and is actively executing projects across Northern Canada, Western Canada, and into the United States, having sold equipment into both Texas and California within the past few months.

In terms of their work, Tria Products purposely takes on a wide range of projects. Their capabilities span precast concrete wall panels and building systems, portable concrete batch plant manufacturing, steel fabrication, and general contracting – and their in-house engineering arm means they can offer full design-build services, taking a client’s concept and guiding it all the way to completion.

According to Joe, that integration of services is one of Tria Products’ defining strengths in the Manitoba market. Rather than requiring clients to coordinate multiple contractors and suppliers, the company functions as a single point of accountability for the full scope of a project. Within Manitoba, Joe says they are the only precast concrete building company that handles their own engineering, produces their own wall panels, manufactures their own roof system, and offers their own erection crews.

“Our customers can come to us and deal with one company instead of four, five, or six,” he says. “We have everything needed to complete a project, and the customer only has to deal with us.”

Tria Products is also a highly professional company, with a formal health and safety program in place and a COR certification to show for it. Of the precast companies in Manitoba, there are only three with that certification – and of those three companies, Joe says that Tria offers the broadest range of services.

“Even our biggest competitors are only really interested in supplying concrete-related products,” he explains. “We go well above and beyond that, and it’s given us a huge advantage.”



Built on relationships

Over the years, Tria Products has built and maintained strong and lasting relationships with all their stakeholders, including their clients, suppliers, subcontractors, and employees. Joe credits their success in that arena to his family's background in farming– he says farmers are fundamentally loyal and family-oriented, and those qualities have always shaped how the company conducts business. For example, that approach has always guided how the company thinks about employees. Tria Products currently supports up to 200 workers, and Joe frames that responsibility in terms that go well beyond a paycheque.

"When you employ 200 people, you're actually feeding 600 people," he says. "I keep that in mind every day – that we're responsible for 600 people having a house, a truck, and food on the table."





That perspective informs the company's internal culture in tangible ways. Joe describes watching employees grow with the company and achieve personal milestones as one of the most rewarding parts of his work.

"When an employee buys a house and a truck, I don't know who feels prouder, them or me," Joe says. "I take a lot of pride in watching our people grow with us."

Historically, employees have reciprocated that family connection. Joe notes that he receives Christmas photos from employees' families every year, and that the warmth of those relationships is something he values deeply. Again, he says, those relationships are what truly motivates him: "The last thing that drives me is finance," he says. "We need to be financially secure as a company, of course, but money is not my ultimate goal. My ultimate goal is feeding those 600 people."

The company's other relationships are similarly loyal. When it comes to clients, for example, Tria Products is still working with Parkwest Projects, the same company that awarded them their first commercial contract back in 2008. In fact, Joe estimates that roughly 95 percent of the work Tria Products does on any given day comes from repeat clients.

Some client relationships have even evolved into personal friendships, Joe adds. He tells the story of one particular client who came to them a few years ago for just one single building because their usual supplier was busy. Since then, Tria Products





has supplied 15-to-20 buildings to that same group, and "today we're ice fishing together."

"Our business model is built on relationships," Joe says. "That's how we've grown our company."

Moving forward, Joe says that's how they will continue to grow their company. Their goal now isn't "growth for its own sake," but to instead become more efficient in order to provide their clients with the best service possible.

To that end, Tria Products has embarked on a significant expansion of their physical infrastructure. The company is currently constructing a 40,000 to 50,000 square foot addition to its steel fabrication facility, which will allow it to bring production currently being handled by two rented shops back in-house. Once complete, the new space will absorb roughly 50 additional workers – not new hires, Joe clarifies, but people already working for Tria through outside arrangements who will simply be brought under the same roof.

"We've been subcontracting out work that we're normally very efficient at doing ourselves," Joe says. "The goal is to get that back in-house, get more organized, and get more efficient with what we're already doing."

Following the steel fabrication expansion, the next major initiative is a purpose-built facility to house the company's entire precast concrete manufacturing division. That project is targeted for completion by 2028 or 2029, and it represents the final step in consolidating Tria Products' three interconnected business lines under a single, fully self-sufficient operation.

That future looks very different from operating a pig farm in rural Manitoba, but Joe reiterates that he and his brothers are still guided by the same family values that guided them back then – and he's confident that won't change.

"Once you come from a family-rooted background, from agriculture, from a small community," Joe says, "a lot of that falls together naturally in how you build relationships and build a business. It's who we are."



Vantage
Construction Products & Equipment



For more on Tria Products, their services and capabilities, their past projects, and their latest news – and to get in touch with Joe and the rest of their expert team – visit www.triaproducts.com/


TRIA
Products Ltd.


K
KINGSLEY
MEDIA CORP