



Pompcos... A LEGACY OF THREE GENERATIONS AND COUNTING

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Pompcos circa 1990



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The Shop



POMPCO: A LEGACY OF THREE GENERATIONS AND COUNTING

Nestled in the heart of Quebec, Pompco has been a beacon of innovation and resilience in the water pump industry for nearly five decades. This family-owned business, founded by Bernard Garand in the late 1970s, has weathered the storms of economic downturns, fierce competition, and even internal challenges. Today, it stands proud, looking towards a bright future under the stewardship of its third generation.

Bernard Garand: The Visionary Founder



Bernard Garand's journey into the water pump industry was both natural and serendipitous. Growing up on a farm by the lake, Bernard was introduced to the world of pumps by his father, who sold water pumps, milking machines, and other farm equipment. "We were eleven siblings, eight boys, so my dad wanted to find work for all of us," Bernard reminisces. From a tender age, Bernard accompanied his father on repair and sales trips, developing a profound understanding and passion for water pumps.

The sudden loss of his father when Bernard was just 19 could have derailed many, but it galvanized him. His brother decided to continue the family business, founding Pompes Garand, and Bernard became his partner. By the mid-1960s, Bernard had found his calling, specializing in the sales and installation of water pumps. The company quickly grew, expanding its product line and client base.

In 1977, Bernard and his team took a bold step by developing their own water pump, driven

by a desire to provide better service than the large companies from which they previously sourced their pumps. This move marked the beginning of Pompco. Despite the trials of the 1982 and 1986 recessions, Bernard's resilience saw the company through. By 1991, he became the sole shareholder, and Pompco continued to thrive under his leadership. In 2007, Pompco moved to a larger facility and doubled its square footage.

Bernard takes immense pride in how the company has now flourished under his son's leadership, a true testament to the solid foundation he established.

David Garand: Innovating and Expanding Horizons



David Garand, Bernard's son, followed closely in his father's footsteps. His earliest memories are of accompanying Bernard on installation jobs. He used to head straight to the plant right after school, a routine that sparked his passion for the family business. Despite a brief teenage rebellion where he considered dropping out of school, David heeded his father's urging to study engineering. This education, combined with hands-on experience, prepared him well for his future role.

David officially joined Pompco as a partner in 2000, bringing fresh ideas and a new level of expertise. Under his management, the company transitioned to a paperless operation, computerizing processes across machining, production, purchasing, and accounting. "In 2018, I may have been a little naïve, because we didn't have the level of sales we have today. However, knowing that the new pump series was about to be launched, I decided to double the size of the production facilities," David recalls. "This was a calculated risk, because the performance tests yielded results beyond our expectations." To better manage Pompco's growth, David also took entrepreneurship classes. Despite challenges such as losing a major motor supplier and navigating international competition, David's strategic thinking and perseverance saw Pompco flourish. After all, it made more economic sense for clients to buy directly from the manufacturer.

In terms of sales, Pompco was able to expand its reach into Western Canada, the U.S. and Ontario, and major investments are already in the works to develop the Ontario market.

David continued to innovate. A game changer was the launch in 2020 of a new submersible pump line four years ago – the FLS (stainless steel) and FLT (thermoplastic) series, as well as the PXP series, a.k.a. gun pump – designed to increase performance and competitiveness and match what the international competition has to offer. The Pompco of today is different under David's leadership than it was under Bernard's, as the actors and markets have changed, requiring new strategies and approaches. For example, customized pumps are now available, tailored to the clients' needs. Today, at 47, David is already contemplating retirement, confident in the future with his sons showing keen interest in the family legacy.

The Next Generation: Marc-Antoine, Olivier and Cédric



The third generation of Garands – Olivier, 23, Cédric, 20, and Marc-Antoine, 17 – are already making their mark at Pompco. From the age of 12, they have been involved in various aspects of the business, from manufacturing and shipping to sales. This hands-on experience, combined with formal education and internships at other companies, has equipped them with a broad perspective and a solid foundation.

Olivier, who studied engineering management, brings a blend of technical and managerial skills. Cédric's expertise in programming is set to drive Pompco's digital transformation, while Marc Antoine, who is just starting his college studies in mechanical engineering, represents the fresh blood and future potential of the company. David is strict but supportive, fostering a learning environment where his sons can thrive and innovate, well prepared to take the reins of the company someday.

A Legacy of Resilience and Innovation

Few family businesses survive to see the third generation, but Pompco is not just surviving – it is thriving. The Garand family's story is one of passion, resilience, and relentless pursuit of excellence, both in pump manufacturing and service. Bernard's visionary start, David's innovative expansion, and the promising future heralded by Olivier, Cédric, and Marc-Antoine, embody the spirit of Pompco.

As Pompco approaches its 50th anniversary, the company stands as a testament to the power of family, hard work, and innovation. This is quite literally a "David and Goliath" story of a family business in a world of multinationals. With a rich history and a bright future, Pompco continues to pump life into the industry and the communities it serves, proving that sometimes, the little family business still stands in the end, because after all, blood is thicker than water. As we keep telling prospective customers, it is better to be a big fish in a small pond than to feel lost in a sea of sharks.



Pompco... remember the name because you will never forget the performance and the service.



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