



Exterior of Moduline home number 20,000, a 2,700-sq. ft., 41'X66' model with Country Villa exterior, a painted, manufactured wood product.

Canada's Moduline Industries:

Building Quality HUD-Code Homes for Export to the U.S.

By Michael J. Haskett

PENTICTON, BC—Moduline Industries (Canada) Ltd., a division of U.S.-based Champion Homes, won the coveted Dealers Choice Award for the number one home in the 2001 Oregon Manufactured Home Show. Competing against 24 homes from 13 different manufacturers, Moduline displayed and triumphed with their Grand Manor model, a 1,780-sq. ft. double-section.

Based in Penticton, BC, Moduline first opened its doors in 1970. Operating from a 100,000-sq. ft plant specifically designed to manufacture HUD-Code homes, Moduline builds to the Canadian CSA standard and the HUD-Code for the US.

Over 95% of the company's business is multi-section housing. In 2001, the first year Moduline manufactured triple-sections, 20 were built, with expectations of doubling for 2002.

Employees range from a winter low of 135 to a summer high of 225. Sales Manager Lloyd DeHart is quick to point out, "One of Moduline's real strengths is that the average length of employment is 16 years." Not surprising, DeHart is a Moduline veteran, starting out on the line in 1970, and working up through the ranks to production then sales manager.

In November of 2001, Moduline set a milestone when it completed home number 20,000. This triple-section, a newly developed model called The Okanagan, at 2,700 square feet (41' X 66') is as top of the line as it gets. Features include townhouse bay windows, sky view and chateau dormers with 9' ceilings, double-sided

fireplace, drop ceiling in the kitchen, stainless steel appliances, laminate floors and a sitting room off the master bedroom.

DeHart said that approximately 500 homes were built in 2001, an increase of 12% over 2000.

"This trend is continuing in 2002, with our goal being 560 homes," De Hart says. "We started exporting to the U.S. in 1999 and have seen a continual sales increase up to our current 40% of total volume."

Those homes go to Washington, Idaho, Montana, Oregon, Nevada, and Alaska. The homes for Alaska are trucked to Vancouver or Seattle and then put on a barge to go up the inside passage. Over the last six years Moduline has also sold 25 units a year to Japan.

Richard Van Rys Wyk, quality program manager, is another long-term employee. Van Rys Wyk started on the line in 1977, moving through the ranks from lead hand, to quality control inspector, before being promoted to his current position. When asked what makes Moduline homes special, Van Rys Wyk said, "Our use of continuous vapor barriers over the whole wall and ceiling drywall make Moduline homes



Richard Van Rys Wyk, quality program manager, Moduline.

Photo right: Interior walls are hoisted into place and secured prior to installing the exterior wall. Moduline prefers building the house from the inside out, while working on exterior and interior at the same time.

extremely tight. From the high tensile tube steel beam, to R-20 walls, continuous ridge beam, engineered trusses, and the use of #2 grade material, all add to the finished quality.”

Production ranges from a minimum of three units a day to over six. Van Rys Wyk explains, “Building the home from the inside out allows for much faster completion. Interior work can proceed at the same time as exterior work, allowing for greater control of the finished product.”

All homes are pre-sold; each owner customizes floor plans and options. Occasionally, homes will be placed in parks that must conform to certain restrictions on the type of finishes allowed. Sundance Meadows and Northern Meadows, both in Spokane, WA, are such parks, where Moduline has placed a number of homes.

Moduline believes strongly in retaining its employees. Many of the new features and improvements have come directly from them and implementing their suggestions has saved thousands of dollars. Switching from metal to plastic electrical wall boxes saved over \$1,000 in 2001, with Moduline rewarding the employee for his suggestion with a cash bonus, keeping morale high.

Past performance is no guarantee of future success, but having made the transition from a ‘mobile home’ builder 32 years ago to producing top of the line HUD-Code homes with features and options that traditional site builders offer, Moduline is well positioned to continue its strong growth pace.

For more information on Moduline homes circle Reader Service No. 105.

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After assembling the roof on a side table it is hoisted and set onto the home using overhead cranes. Trusses are engineered and built to rigid government snowload specifications.



A Landmark double-section, with a pod (called a tag in Canada), a master bedroom and closet addition of 22' long by 11'6" wide, heading to Langley, BC.