

CORPORATE INTELLIGENCE DOSSIER

Acme Industrial Ltd.

Edmonton · Alberta · Canada

■ DEMONSTRATION DOCUMENT — ALL DATA IS ENTIRELY FICTITIOUS ■ All names, companies, addresses, filing numbers, case references, URLs, financial figures, dates, and events are invented. No real research tools or data sources were used. Do not present or rely on this document as factual intelligence.

Classification	DEMO ONLY — Fictional Sample
Target	Acme Industrial Ltd.
Jurisdiction	Edmonton, Alberta, Canada
Date Prepared	2026-04-27
Analyst	Synthetic (AI-generated for demonstration)
Purpose	Sales & marketing demonstration of corporate intelligence dossier format

A. Entity Resolution

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Selected Company	Acme Industrial Ltd.
Legal Entity	Acme Industrial Ltd.
Status	Active — Alberta Corporate Registry
Country	Canada
Province	Alberta
City	Edmonton
Primary Domain	acmeindustrial.ca
LinkedIn	linkedin.com/company/acme-industrial-ltd
Registry / Filing ID	AB-2003-0089241 (Alberta Corporate Registry)
Incorporated	March 14, 2003
Why this is the right match	The Alberta Corporate Registry returns a single active entity matching 'Acme Industrial Ltd.' incorporated in Edmonton. The registered address (10240 – 184 Street NW, Edmonton, AB T5S 2V3) aligns with the target city. The domain acmeindustrial.ca presents as an Edmonton-based industrial equipment distributor and services provider consistent with sector and geography. No other Alberta entity uses the same brand without a differentiator suffix.

B. Alternate Matches Considered

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Candidate	Why it might match	Why excluded	Confidence
Acme Industrial Supply Inc. (BC)	Similar name, Canadian industrial sector	BC incorporation, Vancouver HQ — different jurisdiction, no Edmonton presence	Low
Acme Industrial Holdings Corp. (Ontario)	Holding company, 'Acme Industrial' branding	Ontario Registry only; no Alberta operations; likely shelf entity	Low
ACME Oilfield Services Ltd. (Alberta)	Alberta-based, adjacent sector, Edmonton office	Different legal name; confirmed separate entity via NUANS search	Medium
Acme Industrial (unincorporated, Leduc AB)	Similar name, Alberta geography	Sole proprietor trade name struck from registry 2018; no ongoing operations	Low

***Disambiguation conclusion:** Acme Industrial Ltd. (AB-2003-0089241) is the sole live, incorporated Alberta entity matching all provided parameters. Investigation proceeds on this entity.*

C. Ownership and Control

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Entity / Person	Relationship	Jurisdiction	Dates	Source URL	Conf.
Robert G. Callahan	Co-founder, Director, 51% shareholder	Alberta, Canada	2003 – present	acr.alberta.ca/registry/AB-2003-0089241	High

Entity / Person	Relationship	Jurisdiction	Dates	Source URL	Conf.
Patricia A. Nowak	Co-founder, Director, 49% shareholder (divested)	Alberta, Canada	2003 – 2021	acr.alberta.ca/registry/AB-2003-0089241	High
Callahan Family Trust	Beneficial owner of Callahan shares via trust structure	Alberta, Canada	2014 – present	acr.alberta.ca/annual-returns/2014	Medium
Acme Industrial Ltd.	100% owner of Acme Industrial (Fort McMurray) Inc.	Alberta, Canada	2011 – present	acr.alberta.ca/registry/AB-2011-0142873	High
Westridge Equipment Partners LP	Minority investor, 15% non-voting preferred	Alberta, Canada	2019 – present	edmontonjournal.com/business/2019/03	Medium

Notes: Patricia Nowak sold her 49% stake to Callahan in Q2 2021 following a reported strategic disagreement over Saskatchewan expansion. Callahan subsequently redistributed 12% to a management equity pool. No foreign ownership detected. No publicly disclosed private equity majority stake.

D. Leadership and People

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Person	Role	Status	Dates	Source URL	Conf.
Robert G. Callahan	President & CEO	Current	2003 – present	acmeindustrial.ca/about	High
Sandra M. Thibodeau	Chief Operating Officer	Current	2017 – present	linkedin.com/in/sandra-thibodeau-acme	High
Marcus T. Wren	Chief Financial Officer	Current	2020 – present	linkedin.com/in/marcuswren-edmonton	High
Darren Okafor	VP Sales & Business Development	Current	2015 – present	acmeindustrial.ca/team	High
Linda H. Vesterinen	VP Operations – Field Services	Current	2013 – present	linkedin.com/in/linda-vesterinen	High
James R. Petryk	Director, HSE	Current	2018 – present	linkedin.com/in/james-petryk-hse	High
Colette Bergeron	Director, Human Resources	Current	2021 – present	linkedin.com/in/colette-bergeron-hr	Medium
Bev Holroyd	Controller	Current	2019 – present	linkedin.com/in/bev-holroyd-cpa	Medium
Nolan Garrioch	Branch Manager, Fort McMurray	Current	2016 – present	acmeindustrial.ca/locations	Medium
Patricia A. Nowak	Director / Co-founder	Former	2003 – 2021	acr.alberta.ca/registry	High
Terry D. Mackin	VP Operations	Former	2010 – 2018	linkedin.com/in/terry-mackin-industrial	Medium

E. Company Roster

DEMONSTRATION DATA — All persons, titles, dates, and sources are entirely fabricated. This is not a real employee list.

— Executive & Management —

Person	Role / Title	Fn.	Cur/Fmr	Start	End	Location	Conf.
Robert G. Callahan	President & CEO	Executive	Current	Mar-03	—	Edmonton, AB	High
Sandra M. Thibodeau	Chief Operating Officer	Executive	Current	Jan-17	—	Edmonton, AB	High
Marcus T. Wren	CFO	Executive	Current	Sep-20	—	Edmonton, AB	High

Person	Role / Title	Fn.	Cur/Fmr	Start	End	Location	Conf.
Darren Okafor	VP Sales & BD	Sales	Current	Jun-15	—	Edmonton, AB	High
Linda H. Vesterinen	VP Operations – Field	Operations	Current	Apr-13	—	Edmonton, AB	High
James R. Petryk	Director, HSE	Safety	Current	Feb-18	—	Edmonton, AB	High
Colette Bergeron	Director, HR	HR	Current	Mar-21	—	Edmonton, AB	Medium
Bev Holroyd	Controller	Finance	Current	Aug-19	—	Edmonton, AB	Medium
Nolan Garrioch	Branch Manager	Operations	Current	2016	—	Ft McMurray	Medium
Kayla Morrish	Key Account Manager	Sales	Current	2020	—	Calgary, AB	Medium
Yusuf Al-Rashidi	Senior Account Manager	Sales	Current	Jan-22	—	Edmonton, AB	Medium
Priya Sethi	Marketing Manager	Marketing	Current	Apr-23	—	Edmonton, AB	Low
Patricia A. Nowak	Director / Co-founder	Executive	Former	Mar-03	Jun-21	Edmonton, AB	High
Terry D. Mackin	VP Operations	Operations	Former	2010	2018	Edmonton, AB	Medium
Amber Truscott	Inside Sales Rep	Sales	Former	2018	2022	Edmonton, AB	Low

— Field Technicians —

Person	Role / Title	Fn.	Cur/Fmr	Start	End	Location	Conf.
Greg Paluszkiewicz	Sr. Field Service Tech	Field Ops	Current	2014	—	Grande Prairie	Low
Cody Thiessen	Field Service Technician	Field Ops	Current	2019	—	Ft McMurray	Low
Brett Lalonde	Field Service Technician	Field Ops	Current	2021	—	Edmonton, AB	Low
Shawn Poulin	Field Service Technician	Field Ops	Current	2017	—	Ft McMurray	Low
Marcus Durocher	Field Service Technician	Field Ops	Current	2022	—	Calgary, AB	Low
Tyson Ereaux	Field Service Technician	Field Ops	Former	2015	2023	Grande Prairie	Low
Derek Holub	Field Service Technician	Field Ops	Former	2012	2019	Ft McMurray	Low

— Hose Shop / Assembly —

Person	Role / Title	Fn.	Cur/Fmr	Start	End	Location	Conf.
Wayne Kuzyk	Hose Assembly Lead	Shop Ops	Current	2010	—	Edmonton, AB	Medium
Tamara Blais	Hose Assembly Tech	Shop Ops	Current	2018	—	Edmonton, AB	Low
Jordan Melnychuk	Hose Assembly Tech	Shop Ops	Current	2020	—	Edmonton, AB	Low
Randall Chow	Hose Assembly Tech	Shop Ops	Current	2023	—	Calgary, AB	Low
Dustin Fehr	Hose Assembly Tech	Shop Ops	Former	2016	2022	Edmonton, AB	Low

— Warehouse & Logistics —

Person	Role / Title	Fn.	Cur/Fmr	Start	End	Location	Conf.
Phil Nowosad	Warehouse Supervisor	Warehouse	Current	2013	—	Edmonton, AB	Medium
Kevin Schatkowsky	Warehouse Associate	Warehouse	Current	2021	—	Edmonton, AB	Low
Danny Tremblay	Warehouse Associate	Warehouse	Current	2022	—	Edmonton, AB	Low
Lexi Woytiuk	Inventory Control Clerk	Warehouse	Current	2020	—	Edmonton, AB	Low

— Drivers —

Person	Role / Title	Fn.	Cur/Fmr	Start	End	Location	Conf.
Ron Harasym	Driver / Delivery — Class 3	Logistics	Current	2016	—	Edmonton, AB	Low
Ivan Semeniuk	Driver / Delivery — Class 3	Logistics	Current	2019	—	Ft McMurray	Low
Tom Beaulieu	Driver / Delivery — Class 5	Logistics	Current	2023	—	Calgary, AB	Low

— Welders —

Person	Role / Title	Fn.	Cur/Fmr	Start	End	Location	Conf.
Scott Vandenberg	CWB-Certified Welder	Fabrication	Current	2015	—	Edmonton, AB	Medium
Mike Ozirny	Welder	Fabrication	Current	2020	—	Edmonton, AB	Low
Bobby Chartrand	Welder	Fabrication	Former	2017	2024	Grande Prairie	Low

— Riggers / Lifting —

Person	Role / Title	Fn.	Cur/Fmr	Start	End	Location	Conf.
Dale Kingsborough	Sr. Rigger / Lifting Spec.	Field Ops	Current	2012	—	Ft McMurray	Medium
Fernanda Okonkwo	Rigging Technician	Field Ops	Current	2021	—	Edmonton, AB	Low

— Apprentices —

Person	Role / Title	Fn.	Cur/Fmr	Start	End	Location	Conf.
Ethan Kostashuk	3rd-Yr Millwright Apprentice	Field Ops	Current	2023	—	Edmonton, AB	Low
Jaylen Fontaine	1st-Yr Apprentice (Hydraulics)	Shop Ops	Current	2025	—	Edmonton, AB	Low

— Safety & Compliance —

Person	Role / Title	Fn.	Cur/Fmr	Start	End	Location	Conf.
Rhonda Stelmach	HSE Coordinator	Safety	Current	2019	—	Edmonton, AB	Medium
Calvin Brass	HSE Field Advisor	Safety	Current	2022	—	Ft McMurray	Low

Roster summary: 48 named individuals · 38 current · 10 former · 9 executive/management · 7 sales/admin · 32 trades/field/labour

F. Linked Companies / Brands / DBAs

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Name	Relationship Type	Evidence	Source URL	Conf.
Acme Industrial (Fort McMurray) Inc.	100%-owned subsidiary	Alberta Corporate Registry AB-2011-0142873; shared branding and executive oversight	acr.alberta.ca/registry/AB-2011-0142873	High
ProFlow Hydraulics	Operating brand / DBA — hydraulic services division	Used on invoices and trade show materials; not separately incorporated	acmeindustrial.ca/proflow	Medium
Westridge Equipment Partners LP	Minority investor (15% preferred)	Press coverage of 2019 growth capital round	edmontonjournal.com/business/2019/03	Medium
NorCan Lifting Solutions	Strategic partner / reseller	Joint booth, Alberta Industrial Expo 2024; co-branded materials	albertaindustrialexpo.ca/2024/exhibitors	Low

G. Footprint

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Domains

acmeindustrial.ca	Primary domain
proflowhydraulics.ca	DBA brand — redirects to main site
acmeindustrialfm.ca	Fort McMurray branch microsite (low traffic)

Social Accounts

LinkedIn	linkedin.com/company/acme-industrial-ltd (~340 followers)
Facebook	facebook.com/AcmeIndustrialEdmonton (last active Feb 2026)
X / Twitter	@AcmeIndustrialAB (inactive since 2023)
YouTube	youtube.com/@AcmeIndustrialAB (6 videos — product demos and safety training)

Office Locations

Location	Type	Address
Edmonton, AB	HQ + Warehouse	10240 – 184 Street NW, Edmonton, AB T5S 2V3
Calgary, AB	Branch + Showroom	7803 Ogden Road SE, Calgary, AB T2C 1B2
Fort McMurray, AB	Branch (subsidiary)	220 MacAlpine Crescent, Fort McMurray, AB T9H 4A3
Grande Prairie, AB	Field Service Depot	9901 – 97 Avenue, Grande Prairie, AB T8V 0N9

Products & Services

- Industrial hose assemblies and fittings
- Hydraulic systems — design, installation, and repair (ProFlow brand)
- Compressed air and pneumatic equipment
- Lifting, rigging, and material handling equipment
- Industrial equipment rental (short- and long-term)
- Preventative maintenance programs
- Safety equipment and PPE distribution
- On-site field service — oil & gas, mining, and construction sectors

Marketplaces / Prequalification

BidNet Direct	Canadian procurement portal — registered supplier
ComplyWorks	Oil sands contractor management platform
ISNetwork	Oil & gas sector prequalification — registered supplier

Partners / Public Customers (signals only — not confirmed contracts)

Syncrude Canada Ltd.	ISNetwork vendor list signal
Ledcor Group	Co-appearance at Alberta Safety Summit 2024
Kinder Morgan Canada	Referenced in 2023 trade press feature on hose assemblies
City of Edmonton	BidNet registered supplier — industrial maintenance supplies category

H-1. Risk Context — General

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Date	Issue Type	Summary	Source URL	Conf.
Aug 2019	OHS / Workplace Incident	WorkSafe Alberta stop-work order, Fort McMurray branch — unguarded machinery during hose assembly operation. Lifted within 72 hours. No worker injury recorded.	worksafeab.ca/orders/2019-FM-M-00841	High
Mar 2021	Civil — Small Claims	Coldstream Fittings Inc. filed \$38,400 claim alleging non-payment for custom hose components. Settled out of court June 2021.	albertacourts.ca/qb/civil-2021-03-14422	Medium
Sep 2022	Regulatory — Environmental	200L diesel spill at Edmonton warehouse during equipment transfer; reported to Alberta Energy Regulator. Site remediated. No fine issued. Incident closed.	aer.ca/incidents/2022-09-EDM-0074	Medium
Jan 2024	Reputational	Glassdoor review cluster (8 reviews in 6 weeks) citing management communication issues following layoffs affecting ~12 Grande Prairie field technicians. No formal labour board complaint filed.	glassdoor.com/acme-industrial-edmonton	Low
2023–2025	Regulatory — Licensing	ProFlow Hydraulics DBA operated approximately 14 months without a registered trade name certificate in Alberta. Certificate filed retroactively Feb 2025. No penalty recorded.	acr.alberta.ca/tradenames/proflow	Medium

No sanctions, fraud allegations, insolvency proceedings, or securities violations identified.

H-2. Risk Context — Alberta Labour & Employment Standards

DEMONSTRATION DATA — All case numbers, parties, outcomes, amounts, and source URLs are entirely fabricated. Western Industrial Workers Union (WIWU) is a wholly fictional union created for this sample.

Alberta Labour Relations Board (ALRB)

Case 1 — Unfair Labour Practice Complaint

Case #	ALRB-2021-UPL-04817
Filed	September 14, 2021

Closed	February 3, 2022
Complainant	Dustin Fehr (individual — former hose assembly technician)
Respondent	Acme Industrial Ltd.
Allegation	S.148(1)(a) — employer interference with right to seek union representation. Complainant alleged punitive shift changes after attending a Western Industrial Workers Union (WIWU) Local 412 informational meeting in October 2020.
Outcome	DISMISSED. Panel found insufficient evidence that management was aware of Fehr's attendance at the time of the scheduling change. Shift change attributed to operational restructuring. No order issued.
Panel Member	Adjudicator D. Moreau
Source URL	alrb.gov.ab.ca/decisions/2022/ALRB-2021-ULP-04817
Confidence	Medium

Case 2 — Union Certification Application (Withdrawn)

Case #	ALRB-2022-CERT-00293
Filed	March 7, 2022
Closed	April 29, 2022 (withdrawn)
Applicant Union	Western Industrial Workers Union (WIWU) Local 412 [fictional]
Proposed Bargaining Unit	All shop, hose assembly, and warehouse employees at Edmonton facility (~22 employees in scope)
Outcome	WITHDRAWN BY WIWU prior to a representation vote being scheduled. Card-signing believed to have fallen below the required 40% threshold following company-wide town halls conducted by COO Sandra Thibodeau in March–April 2022.
Source URL	alrb.gov.ab.ca/applications/2022/ALRB-2022-CERT-00293
Confidence	Medium
Analyst Note	No subsequent certification applications on file as of April 2026. Organizing risk appears dormant but not eliminated given 2024 Glassdoor sentiment signals.

Alberta Employment Standards (AES)

Complaint 1 — Unpaid Overtime

File #	AES-EDM-2020-114392
Filed	June 22, 2020
Closed	October 8, 2020
Complainant	Anonymous x2 (identity protected under AES s.89)
Allegation	Failure to pay OT at 1.5x rate for hours beyond 8/day and 44/week; averaging agreement alleged not signed by affected employees.
Outcome	UPHELD (partial). One complainant found to have an unsigned averaging agreement — entitled to standard OT rates. Second complaint dismissed: signed agreement on file.
Penalty	\$4,240 back wages + \$350 administrative penalty
Source URL	alberta.ca/aes-outcomes/AES-EDM-2020-114392
Confidence	Medium

Complaint 2 — Termination Pay

File #	AES-FMM-2023-009841
Filed	February 1, 2023
Closed	May 17, 2023
Respondent	Acme Industrial (Fort McMurray) Inc. (subsidiary)
Allegation	Termination without notice or termination pay; complainant had 7 years of service and alleged entitlement to 7 weeks' pay in lieu of notice under AES s.55.
Outcome	UPHELD. Officer found subsidiary failed to provide required statutory notice. Ordered to pay 7 weeks' wages in lieu of notice.
Penalty	\$11,620 termination pay order
Source URL	alberta.ca/aes-outcomes/AES-FMM-2023-009841
Confidence	Medium

Complaint 3 — Unpaid Vacation Pay on Commissions

File #	AES-EDM-2024-038774
Filed	August 9, 2024
Closed	November 22, 2024
Respondent	Acme Industrial Ltd.
Allegation	Accrued vacation pay not remitted on resignation; complainant alleged 6% accrual on commissions was excluded from final pay calculation.
Outcome	DISMISSED. Officer found commission structure correctly classified as discretionary bonus under employment agreement; excluded from vacation pay calculation. No order issued.
Source URL	alberta.ca/aes-outcomes/AES-EDM-2024-038774
Confidence	Low

Labour Board Summary

Case #	Body	Year	Issue	Outcome	Amount	Conf.
ALRB-2021-ULP-04817	ALRB	2021–22	Unfair labour practice	Dismissed	—	Medium
ALRB-2022-CERT-00293	ALRB	2022	Certification attempt	Withdrawn	—	Medium
AES-EDM-2020-114392	Emp. Standards	2020	Unpaid overtime	Upheld (partial)	\$4,590	Medium
AES-FMM-2023-009841	Emp. Standards	2023	Termination pay	Upheld	\$11,620	Medium
AES-EDM-2024-038774	Emp. Standards	2024	Vacation pay	Dismissed	—	Low

Analyst note: The 2022 certification attempt is the most strategically significant signal. While withdrawn, it indicates latent organizing interest among shop and warehouse staff — a pattern often predictive of repeat attempts, particularly if wage or scheduling grievances resurface. The 2024 Glassdoor cluster and the 2023 termination pay order (arising from the same layoff event) suggest the January 2023 workforce reduction was handled with some procedural roughness at the subsidiary level.

I. Confidence Map

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Tier	Items
Confirmed (primary fictional source)	Legal entity name and registration number · Edmonton HQ address · Robert G. Callahan as co-founder and majority shareholder · Fort McMurray subsidiary · 2019 WorkSafe stop-work order · 2021 small claims settlement
Probable (multiple corroborating fictional signals)	Thibodeau as COO; Wren as CFO; Vesterinen, Petryk, Okafor in stated roles · ProFlow Hydraulics as operating DBA · Westridge Equipment Partners LP as minority investor · Calgary and Grande Prairie locations · ISNetworld and ComplyWorks registrations
Inferred (single fictional signal / indirect)	Callahan Family Trust as beneficial ownership vehicle · Management equity pool at ~12% · Syncrude and Kinder Morgan as customer relationships · Priya Sethi's employment (LinkedIn engagement signal only)
Unverified (single low-quality signal)	Derek Holub employment dates · Grande Prairie depot exact address · YouTube channel attribution

J. Gaps and Next Queries

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What is still unclear

- Full shareholder breakdown post-2021 buyout and identity of management equity pool participants
- Whether Westridge Equipment Partners LP holds governance rights (board observer seat, veto provisions)
- Whether any Saskatchewan expansion was ultimately pursued following the 2021 Nowak departure
- Full headcount — estimated 140–210 FTE based on branch footprint; no filing confirms
- ProFlow Hydraulics standalone contract exposure as an independent brand
- Any U.S. cross-border activity — not found, but no definitive negative confirmation

Recommended Next Queries

Query	Purpose
Alberta Corporate Registry annual return (2024–2025)	Confirms current directors and registered address
PPSA Alberta search on Acme Industrial Ltd.	Reveals secured lenders and equipment financing
ComplyWorks / ISNetworld profile scrape	Confirms active customer relationships and safety prequalification tier
LinkedIn Sales Navigator company employee list	Validates roster size and identifies unscraped personnel
BidNet contract award search	Identifies public-sector wins under Acme Industrial or ProFlow brand
Glassdoor sentiment trend analysis	Tracks management perception trend post-2024 layoffs
Alberta Energy Regulator spill database cross-reference	Confirms 2022 incident; checks for additional environmental filings
NUANS national name search	Confirms no conflicting federal or other-province incorporations under same name

END OF DOCUMENT — This entire dossier, including all names, companies, addresses, filing numbers, case references, URLs, financial figures, and events, is fictitious and was created for sales and marketing demonstration purposes only. Western Industrial Workers Union (WIWU) Local 412 is a wholly fictional union. No real investigation was conducted.