# **Atlantic** Target Markets



## **Health, Education & Social Services**

**Education** Trade Schools • Private Schools • Day & Instruction Care & Nurseries

HealthVeterinarians • Allied Health: HygenistServicesDietician, Speech Therapist• AmbulanceServices • Audiologists • Health Societies

Opticians

Social Social Counselling • Charitable
Services Organizations • Health Societies
• Special Interest Groups

#### **Non-Target Business**

Allied Health: Doctors, Dentists, Naturopathic Doctors
• Colleges & Universities • Mental Healthcare Homes • Municipal Services (incl. Garbage Collection) • School Bus Fleets



Specialized

Cargo

# **Transportation & Logistics**

Bulk &	Auto Parts & Accessories • Construction
General	Materials • Consumer Goods • Dry Foods
Cargo	<ul> <li>Flectronic Products</li> <li>Liquid &amp; Dry Bulk</li> </ul>

Paper & Paper Products

Flat Deck Lumber Products • Machinery • Metal & Cargo Metal Products • Roadwork & Maintenance Equipment

Large & Construction Equipment • Heavy Machinery
Heavy Cargo
• Over-Dimensional & Over-Sized Loads

Hazardous Goods • High-Value Specialty Goods • Livestock • Medical Machinery & Supplies • Miscellaneous Containerized Freight • Pharmaceutical Products

Vehicle Haulers

Private
Carriers

Manufacturing • Retail • Services • Wholesale

TemperatureSensitive
Cargo

Beverages • Dairy & Dairy Products
Flower • Fresh Produce • Frozen & Fresh
Packaged Foods • Meat, Poultry & Seafood

Coverage for select commodities is only available to fleets with 5+ power units.



# **Construction & Contracting**

Project
Construction

Building Renovations: Commercial, Industrial & Institutional • Highway, Street & Road • New & Retrofit Infrastructure • New Building Construction: Commercial, Industrial & Institutional

Earth Moving

Excavation • Land Grading

Interior/
Carpentry • Drywallers • Masonry • Metal Door & Window Installation • Painters
• Paying: Driveways, Parking Areas and

Roadwork

Others Breakwater Work • Concrete Work • Structural Steel Erectors • Water Well Development

#### **Non-Target Business**

Contractors

Blasting Contractors • Crane Operators/Rentals • Demolition Contractors • Environmental Contractors involved with tank remediation, asbestos abatement, etc. • Plumbers

- Railroad Construction & Servicing Roofing Contractors
- Snow Removal Sprinkler System Installers Standalone COC and Wrap Up Underground Cable Installation



# **Consumer & Business Services**

Business
Services

Advertising Agencies • Interior Design
& Staging • Project & Organizational
Managers and Consultants • Marketing
Consultants • Information Technology
Consultants & Hardware Integration
Services • Web Designers • Professional
Associations • Geophysical Services &

Land Surveyors

**Real Estate** Office Buildings • Real Estate Management

### Consumer & Business Services (con'd)

Consumer Services Funeral Homes • Horticultural Services
• Household Goods Repair • Light Vehicle
Repair Garages • Pharmacies • Retail
Copy & Print Services • Pre-Owned
Auto Dealerships • Recreational Vehicle
Dealerships • Retail General Stores • Tools
& Equipment Rentals • Event & Party
Equipment Rentals

#### **Non-Target Business**

Liquor Liability • Motels • Realty: Residential • Realty: Retail

- Resort Properties Restaurants Travel Agencies
- Driving Schools
   Dry-Cleaning
   Laundromat Facilities



## **Manufacturing & Resources**

Concrete	Concrete Construction Products • Concrete Ornamental Products • Stone Products
Fabricated Metals	Light Metal Products • Stamping & Fabricated Products • CNC Machining • Structural Steel Products • Sheet Metal Products
Food & Beverage	Beverage Production • Bakeries • Canning • Frozen Food • Grains
Printing	Commercial Printers

Other Ceramic & Porcelain Products • Precision
Commercial Equipment
Product

Wholesale, Resources & Storage Freight Brokers • General Warehousing & Storage • Dry Goods Wholesale • Marine Supply Wholesale • Building Material Wholesale • Beverage Wholesale

#### **Non-Target Business**

Recycling & Composting Facilities • Critical Auto Parts - Manufacturing & Wholesale • Fresh Seafood Processing • Plastic Product Manufacturing • Risks with USA installation work • Risks with USA product sales • Sawmills • Scrap Metal Wholesale • Wood Product Manufacturing • Cannabis Product Manufacturing & Wholesaling



# **Atlantic** Target Markets



#### **Small Business**

Our small business product is aligned with our Mid-Market appetite. Risks fitting the below definition qualify for our Northbridge Insurance Go small business product.

- Less than or equal to \$5M in revenue (\$3M for Manufacturing and Contracting)
- Less than or equal to \$10M in TIV (\$5M per location)
- Canadian locations only
- Maximum four power units

#### **Non-Target Business**

Bars & Taverns • Hotels & Motels • Municipal Risk

- Recycling and Garbage Removal Operations
- High Hazard Operation, Occupancy, and Product
- Passenger Hazard Automobile Residential Realty



# Technical Risk

Revenue: Greater than \$100M TIV: Greater than \$100M

#### Target Risk Profile

Casualty for Manufacturing & Resources • Primary or Excess Property for Manufacturing & Resources • Construction Practice Policies and Project Specific business for Repeat and Supporting clients • Excess Property & Excess Casualty • Fairfax Related Business

#### E&O, D&O and Cyber Risk

Executive & Professional Solutions and Regional Appetite

# Miscellaneous Adjusters • Management Consultants • Employment Agencies • Property Managers • Travel Agents • Tour Operators • Golf & Country Clubs • Commercial Printers • Professional & Business Associations • M&A

Consultants • Manufacturers • Event Planners • Regulatory Bodies, Colleges & Educational Institutions

Occupational/Industrial Health

Multimedia & Advertising Agencies • Market
Technology Research & Consulting • Public
Relations • Publishers • Software
Developers • Consultants • Graphic
Design • Website Design and Hosting
• Integration Services • Value Added
Re-Sellers • Application Service

#### Surety

Contract
Bid Bonds • Performance Bonds
• Labour & Material Bonds • Maintenance
Bonds • Agreement to Bond

Commercial Canada Customs & Excise Bonds
Bonds • License & Permit Bonds

**Funds Control** 

#### Want to learn more?

Contact your Business Development Manager or Market Reservation at:



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