



PRINCE EDWARD ISLAND

SECURITY ROLLO LTD.

SLOBODAN DAVIDOVICH now lives half a world away from his native Bosnia. In some ways, the peaceful countryside of Prince Edward Island reminds him of the way his homeland used to be. Born in Sarajevo, Slobodan witnessed many socio-political and economic challenges which shaped his dreams and steeled his determination to succeed.

The fall of the communist state in the former Yugoslavia ushered in a new age which allowed Slobodan to finally pursue a long-time dream of becoming an entrepreneur – something that had been prohibited during the communist rule. He had spent years earning his Bachelor and Masters degrees in Science (mechanical engineering) and then working as a product engineer, service manager and technical consultant for large industrial corporations. All this experience was put to the test when he became an entrepreneur.

His business in Bosnia produced high quality security doors, shutters and grills. An excellent anti-theft investment, these products were much in demand throughout Europe and his business grew to include 30 employees. One day in 1992, the civil war brought an end to the business, his home, and his life in Bosnia.

Slobodan and his wife escaped to Belgrade and sought refuge with the Canadian Embassy. Recognizing that his English skills and entrepreneurial experience would serve him well, Immigration Canada arranged their relocation to Charlottetown. In less than three weeks, he landed his first job.

The entrepreneurial spirit is a quality that endures. By September 1995, Slobodan was ready to start anew and founded Security Rollo Ltd., a business similar to his first company. The company produces aluminum security devices, including the roll-up doors, shutters and



Barrett and Mackay

grills. These units feature an interior motor and are controlled by remote control or timer. They carry a 5 year guarantee – the finest in the industry.

“The importance of any security device is to deter criminals,” he

from Enterprise PEI and ACOA.”

While the tranquility and high moral value of Prince Edward Island may seem at odds with the manufacturing of high security devices, the arrangement is ideal. Slobodan travels to

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explains. “Our products definitely accomplish that. A professional thief can break a lock in a matter of seconds, but you’ll need a battering ram to go through our products. You can’t do it quickly or quietly.”

The biggest obstacle Slobodan encountered was finding financing for the business. “You have to make sure you have enough money to support your venture so that you never sacrifice the quality of your product. Eventually I was able to get an investor in Germany and assistance

major urban areas such as Toronto, Montreal, Boston and New York, where there is a market for his products, while enjoying the benefits of life on Prince Edward Island.

Slobodan wants to become the leading manufacturer of these products in North America and is planning to establish a sales force in Toronto. “Manufacturing,” he believes, “may be the most difficult industry of all to be involved in. But if you do it well, it offers the best potential to last for a long time.”

Slobodan Davidovich

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