# **Atlantic** Target Markets



### **Consumer & Business Services**

Business Services	Advertising Agencies • Project & Organizational Managers and Consultants • Marketing Consultants • Information Technology Consultants & Hardware Integration Services • Web Designers • Professional Associations • Geophysical Services & Land Surveyors • Commercial Cleaning & Maintenance Services (windows, kitchen equipment, etc.)
Real Estate	Office Buildings • Real Estate Management • Realty: Multi-occupancy
Consumer Services	Funeral Homes • Horticultural Services • Household Goods Repair • Light Vehicle Repair Garages • Pharmacies • Retail Copy &

care) • Self-Serve Car Wash • Travel Agencies

Retail Pre-owned Auto Dealerships • Recreational

Vehicle Dealerships • Garden & Landscaping

Tools and Equipment • Clothing & Homeware

Stores • Grocery & Specialty Food Stores

Print Services • Tools & Equipment Rentals •

Pet Retail & Services (incl. grooming and day-

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

Liquor Liability • Motels • Resort Properties • Driving Schools • Dry-Cleaning & Laundromat Facilities



# **Health, Education & Social Services**

Education & Instruction	Colleges and Trade Schools • Private Schools • Day Care & Nurseries • Private Tutoring & Extended Learning Institutions • Dance, Music & Art Schools
Health Services	Veterinarians • Ambulance Services • Audiologists • Health Societies • Opticians • Healthcare Offices & Clinics
Social Services	Social Counselling • Charitable Organizations • Youth and community support groups and programs

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

Municipal Services (incl. Garbage Collection) • Laboratories • Clinics performing blood collection services



# Manufacturing & Resources

Agricultural	Fruit • Vegetable • Grain
Stone Construction Products	Stone, Concrete & Clay Bricks • Patio Stones & Pavers • Countertops • Ornamental Products • Interior Floor & Wall Tiles
Fabricated Metals	Heavy Equipment Attachments • Entry & Garage Doors • Industrial Railing & Stair Systems • Decorative Fences, Gates & Deck products • Commercial Signs & Posts • HVAC Sheet Metal Ductwork • Home & Garden Tools
Food & Beverage	Non-Alcoholic Beverages • Bakeries • Canning • Frozen Food • Grains • Breweries • Distilleries • Coffee & Tea
Other Products	Ceramic Homeware & Construction Products • Glassware • Promotional Products, including screen-printing • Research & Development of non-medical products
Wholesale, Resources & Storage	Freight Brokers • General Warehousing & Storage • Dry Goods Wholesale • Marine Supply 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 • Sawmills • Scrap Metal
Wholesale • Wood Product Manufacturing • Cannabis
Product Manufacturing & Wholesaling • Hog Farms
• Chicken Farms



## **Construction & Contracting**

Project Construction	New Home Construction • Building Renovations: Commercial, Industrial & Institutional • Highway, Street & Road • New & Retrofit Infrastructure • New Building Construction: Commercial, Industrial & Institutional
Heavy Civil	Road Builders • Wharf Construction • Breakwater Construction
Interior & Exterior Finishing Contractors	Carpentry • Drywallers • Painters • Interior Design & Staging • Landscaping • Paving: Driveways & Parking Areas

Contractors General Contractors • Electrical • Mechanical • Concrete • Excavation

Structural Steel Erection

Others Water Well Development • Industrial Cleaning Contractors • Solar Panel Installers

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

Blasting Contractors • Crane Operators/Rentals

- Demolition Contractors
   Environmental Contractors
- Plumbers Railroad Construction & Servicing
- Roofing Contractors
   Snow Removal
   Sprinkler
   System Installers
   Standalone COC and Wrap Up
- Underground Cable Installation
   Traffic Control
- Swimming Pool Installation



#### Technical Risk

Operating domestically or globally with total revenue over \$200M or businesses requiring complex policy structures.

Target Risk Profile Manufacturing • Commercial Real Estate • Energy • Forestry • Public Sector • Education • Construction and Contracting



# **Atlantic** Target Markets



### **Transportation & Logistics**

Bulk &
General
Cargo

Auto Parts & Accessories • Construction Materials • Consumer Goods • Dry Foods

- Electronic Products Liquid & Dry Bulk
- Paper & Paper Products

Flat Deck Cargo

Lumber Products • Machinery • Metal & Metal Products • Roadwork & Maintenance Equipment

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

Specialized Cargo

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

Private Carriers

Manufacturing • Retail • Wholesale

Temperature-Sensitive 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.

#### **Small Business**

#### Aligns with Mid-Market appetite

Qualifying criteria:

- 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 nine vehicles

Non-Targe	
Classes	

Bars & Taverns • Hotels & Motels • Recycling and Garbage Removal Operations • High Hazard Operation, Occupancy, and Product • Passenger Hazard Automobile • Residential Realty • Seasonal Operations

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

Executive & Professional Solutions and Regional Appetite

Traditional

Lawyers • Notaries • Insurance Agents & Brokers • Restricted Insurance Agents • Real Estate Agents

Miscellaneous Management Consultants • Employment Agencies • Property Managers • Travel Agents • Tour Operators • Regulatory Bodies Colleges & Educational Institutions
 Golf & Country Clubs • Commercial Printers Professional & Business Associations
 Event Planners • M&A Consultants • Manufacturers

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

Health, Education & Social Services

Health Societies • Nursing Homes • Long Term Care • Group Homes • Community Living • Rehabilitation Centres Community Centres
 Occupational/ Industrial Health • Educational Institutions

#### Personal Lines and Onyx

Alongside our commercial insurance offerings, we can help protect your client's personal assets and liabilities. Our multi-tiered approach for home and auto focuses on retail and employer group plans.

Retail contracted brokers can submit submissions or product questions directly to their team lead.

Northbridge Insurance Onyx is an all-inclusive product targeting high net worth clients, providing tailored coverages with a solution-oriented underwriting approach. It offers personalized products for their primary and seasonal homes, vehicles, fine arts, jewellery, collections, and liability coverage including Umbrella protection.

Contracted brokers with Onvx can submit submissions or product questions by emailing nbonyx@nbfc.com.

#### **HAVE QUESTIONS?**

Contact your Business Development Manager or use our service mailboxes:

#### All New Business Submissions:

#### Market Reservation:

MR.Atlantic@nbfc.com | 1.855.620.6262

#### Service Requests:

- ✓ Mid-Market: Service.Atlantic@nbfc.com
- ✓ Agri Business: Service.Atlantic@nbfc.com
- √ T&L: ServicesUnit@nbfc.com
- √ Small Business: GO.Atlantic@nbfc.com
- ✓ Technical Risk & Specialty Risk: Send directly to your underwriter
- ✓ Executive & Professional Solutions: service.eps@nbfc.com

eDocs Support: edocsupport@nbfc.com

#### Claims:

AtlanticClaims@nbfc.com | 1.855.621.6262

**Billing:** billing@nbfc.com | 1.800.797.4281

#### Risk Services:

riskassist@nbfc.com | 1.833.692.4111

**Broker Education:** education@nbfc.com education.northbridgeinsurance.ca

#### **Broker Resources:**

broker.northbridgeinsurance.ca



<sup>\*</sup> Services all monoline specialty accounts, all private D&O accounts, and all excess E&O. D&O and Cyber accounts.