

Shaping our Communities

How JCB Construction Canada Delivers Effective Building Solutions

IMAGES BY JCB CONSTRUCTION CANADA

CB Construction Canada is versatile and experienced in providing a diverse range of services in various sectors in Montreal and Toronto. The company's work has varied in scale, complexity, and value, but their standard of quality and customer service has always stayed the same. President Alexandre-Stéphane Boucher takes a deep dive into the company's core beliefs and principles that guide their planning, execution, and final realization of each project.

Build Canada: What are the guiding principles at JCB Construction Canada that impact and drive the performance of your projects?

Alexandre-Stéphane Boucher: At JCB, we don't speak of values but of convictions—because convictions drive action. Ours are simple: do better, make a difference, and be part of the solution. Doing better means constantly optimizing our practices and embracing innovation. Making a difference reflects our commitment to creating a positive impact on our people, partners, projects, and communities.



"Our high-performance culture begins with people. By combining accountability with recognition, we create a culture where individuals thrive, teams excel, and projects consistently deliver quality and efficiency."

Alexandre-Stéphane Boucher on what makes JCB Construction Canada different.

BC: An efficient team is crucial for delivering successful projects. How does the JCB team cultivate and strengthen a company culture that embodies a highperformance environment?

ASB: For over 40 years, JCB has focused not only on building infrastructures but also on building lasting relationships. Our high-performance culture begins with people. We invest in attracting, developing, and retaining top talent while fostering an environment where initiative and expertise are encouraged. Open communication and

collaboration ensure that everyone feels empowered to contribute solutions. Through our internal academy, we offer training, mentorship, and career development that strengthen both technical and leadership skills. We also prioritize employee well-being, knowing balance fuels long-term performance. By combining accountability with recognition, we create a culture where individuals thrive, teams excel, and projects consistently deliver quality and efficiency.

BC: JCBs' services are divided into three main delivery methods that meet project expectations. In your opinion, what is the best approach or execution strategy that impacts the level of success of your projects, and why?

ASB: While JCB excels in fixed-price and design-build methods, our greatest impact often comes from the construction management approach. This strategy allows us to engage early with clients, architects, and engineers, creating a collaborative framework where risks are

identified and mitigated proactively. By fostering open communication from the outset, we align project goals with realistic budgets and timelines, minimizing surprises along the way. Construction management also enables us to leverage value engineering, innovative materials, and sustainable practices tailored to each client's priorities. Beyond efficiency, this approach nurtures trust—an essential factor in high-stakes projects. Success, in our view, is not only measured in structures delivered but in relationships strengthened.

BC: JCB has completed more than 30 LEED and Carbon Neutral certified projects. What innovative products or practices does JCB stand by that reduce your ecological footprint, while enhancing energy efficiency?

ASB: Sustainability is woven into everything we do—from our offices to our worksites. Guided by our Environmental Committee, we extend eco-responsibility across internal operations, construction sites, and projects. JCB implements practices such as life-cycle cost analysis, high-performance building envelopes, and comprehensive materials recovery—reusing quality materials, recycling others, and repurposing salvageable items for charitable organizations. We also partner with suppliers to source low-carbon materials, certified wood, low-emissions machinery, and advanced energy systems.

Beyond products, our teams optimize construction sequencing to reduce emissions and streamline logistics. These initiatives allow us to consistently deliver buildings that achieve LEED and Carbon Neutral certifications while generating measurable long-term operational savings for our clients.

"Construction management also enables us to leverage value engineering, innovative materials, and sustainable practices tailored to each client's priorities."

ALEXANDRE-STÉPHANE BOUCHER









TOP RIGHT: Cain Lamarre

Fit-out project for the prestigious law firm Cain Lamarre, which is relocating in the heart of downtown Montreal to the former Holt Renfrew Building, an iconic 1930s building. **ABOVE RIGHT:** Office development on four floors and approximately 188,000 square feet for Ubisoft, a leading video game developer in Montreal. **BOTTOM RIGHT:** New offices for GSoft (now Workleap) in a building dating from the beginning of the 20th century.

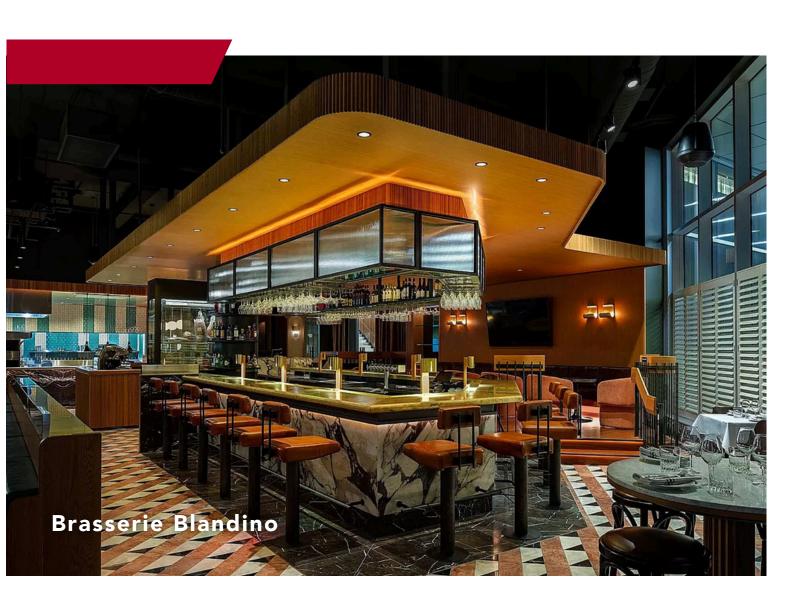




BC: What are some of JCBs' technological investments that improve the productivity of your teams and optimize logistics and construction processes on your sites?

ASB: Technology is a cornerstone of how JCB builds smarter. We leverage Building Information Modeling (BIM) to improve coordination, anticipate challenges, and optimize material use before work begins on-site. Digital project management platforms enhance communication, progress monitoring, and logistics while

keeping stakeholders aligned in real time. On site, we deploy innovative technologies such as the Upbrella system for safer, more efficient envelope renovations, Urban Umbrellas for secure and visually appealing scaffolding, or even SmartFlower units that harness solar energy. By combining innovation with practical application, JCB ensures that every project benefits from technology that reduces risks, boosts productivity, and drives efficiency and client satisfaction.





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