

Get the most from your industry certification

Here are a few suggestions of how you can use your certification to promote your business. Remember this credential is quality assurance on the performance of your product and is an industry created standard.

- Use the quality assurance logo on your website, promotional materials (incl. magazine ads, YouTube videos)
- Create labels on your cabinets
- Use certification in bids to set you apart from the competition.
- Promote Canadian built – CKCA has created a banner called “Why Buy Canadian” and certified is one of the reasons which means quality assurance
- Click [here](#) - use part or all of this list in your own promotions.
- Display quality certification certificate in your virtual showroom and your showroom (place the logo inside cabinets) or even create posters
- Proudly display your CKCA certification certificate
- Let your suppliers know and if they do newsletters or anything, let them share the news for you
- Instill pride with your employees, let them know they work for a company that has voluntarily complied with CKCA standards, this could also help you in recruiting because this certification says something about what your company values
- Let your dealers and your builder clients know
- Ensure your sales team knows about this certification and they add it to their sales script
- Put the logo on all invoices and receipts.
- Add certification logo to your business cards, use it on your trade show booth materials/signs for home shows etc.
- Leverage social media to tell your story and continually promote your certification
- Add info to your warranty program, anything you give to your clients.
- Place the logo on your fleet that deliver product
- Add it to your staff’s t-shirts
- Get creative, this is your tool, you earned it, now make the most of it!



Don't forget, certification gives your client assurance of quality, but also gives you assurance that you are building to an industry created standard.

Thank you for being an industry leader that inspires others. Get creative, this is your tool, you earned it so now its time to make the most of it!

Any questions please get in touch with the CKCA.

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