



## Buy Canadian Built Kitchen Cabinets! - Are you doing enough?

Sandra Wood, CKCA Executive Director

Early November 2019, CKCA attended WMS in Toronto at the International Centre. It was a great show well attended. For this event we decided to sport t-shirts with a message “Buy Canadian Built Kitchen Cabinets.” Why? Because what better way to convey what we stand for than to put it on a t-shirt. Did it work? Yes! For 3 days we got a lot of people staring at our shirt and that was our goal. Getting the thumbs up, or smiles or nods of approval from attendees told us that this message is important and resonates with manufacturers and suppliers.



Pictured (left) Peter Istead (volunteer), Sandra Wood, CKCA Executive Director, Varun Gajendran, Lucvaa Kitchens

### Get your Buy Canadian pamphlet here!

In addition, we distributed sample brochures that said why you should buy Canadian and we offer these to you to use when you go to trade shows or home shows. Make them your own by inserting

photos of your kitchens, get a testimonial from one of your customers. If you'd like to do this, just get in touch with us at [info@ckca.ca](mailto:info@ckca.ca). There is a small cost (approx. \$100) to insert your graphics, logo and client quote into the pamphlet then print the quantity you need and hand them to potential clients.

Isn't it about time we started telling Canadians why they should buy Canadian? With so much competition from cheap foreign imports we have to speak up about the differences in Canadian

"It was important for us to buy Canadian when we were planning our kitchen reno."

"We make a point of supporting the Canadian economy and good jobs."

"We also want to do what's best environmentally – environmental standards are better in Canada than in many other countries, and there is no need to increase our carbon footprint with overseas travel when we get great product here!"

– Recent kitchen customer - Ottawa, ON

### Buy Canadian built!

Canada is well respected world-wide for its wood crafting.

Buy Canadian and contribute to a stronger economy for all.

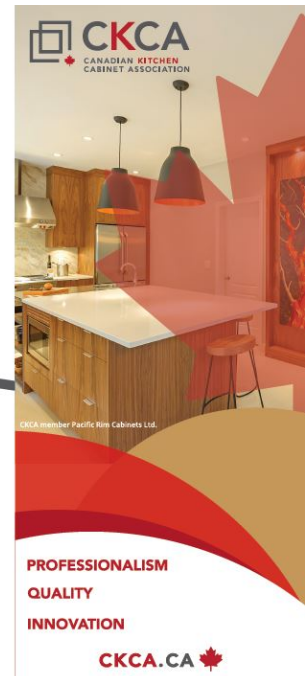


Canadian Kitchen Cabinets Association

(613) 493-5858

[info@ckca.ca](mailto:info@ckca.ca)

[CKCA.CA](http://CKCA.CA)



product versus foreign product. You may have heard that the KCMA (Kitchen Cabinet Manufacturing Association) has an anti-dumping/countervailing petition trade case before the International Trade Commission with a final decision coming down next March in the US. This petition has taken more than two years and the US kitchen industry will be impacted. In the meantime, the trade war between the US and China heats up and leaves uncertainty in the industry. Consumers are paying attention and the outcome of these trade wars will be felt.

CKCA has already received calls from dealers in the US looking to Canadian manufacturers for product in anticipation that tariffs will make the purchase of foreign imports more expensive. But no matter the outcome in the US, Canadian manufacturers need to tell consumers why they should buy Canadian and we encourage you to use the tools we have created. CKCA will be monitoring the progress in the US and 2020 is shaping up to be a very interesting year!

**Facts:**

Every Canadian home has a kitchen.

Purchasing or renovating a home is one of the largest financial investments a person will make in their lifetime.

More and more consumers want to know what they are buying and where it come from.

Buying Canadian means you are supporting an industry that has thrived for more than 50 years and employs more than 25,000 Canadians across Canada.

CKCA member Patvin Kitchens

**Flexibility with Latest Trends**

Canada is innovative and our manufacturers follow the latest trends to bring you the most current European designs without having to pay higher prices to bring product from Europe. Canada uses the same methods of construction as they do in Europe.

**High Standards**

Consumers want to know where their products come from, who built them and what's in them. Buying a Canadian built kitchen means you are dealing with a company governed by Canadian law for employment (workers are paid a fair wage and work in environments compliant with health and safety regulations), products such as wood can be sourced through suppliers compliant with FSC (Forest Stewardship Council) or other credible programs. Consumers can also purchase from Canadian companies who have had their products tested through the CKCA Certification Program for even greater quality assurance.

**Economic Benefits**


You help support manufacturing jobs in Canada which, in turn, provides more workers who will pay taxes, spend money buying other goods and services that maintains a healthy Canadian economy, nationally, provincially and locally.

**Top reasons to buy Canadian built kitchen cabinets:**

- ◆ Support the local Canadian economy – employ local people and support local business.
- ◆ Avoid the hidden extra costs of duties and import fees.
- ◆ Better lead times - no need to wait for shipments from overseas.
- ◆ Local after sales service, ease of warranty issue dilemmas.
- ◆ Our products meet Canada's Health and Safety standards due to the high regulation of our industry, as a result our products keep us all safe.
- ◆ Reduce the carbon footprint when you buy a Canadian built cabinet (i.e. far less transportation costs).

**Canada is well respected world-wide for its wood crafting, we are excellent cabinetmakers!**

CKCA member Marana Kitchens



**CKCA.CA**

**Buy Canadian Built Kitchen Cabinets!**