



Manufacturer Subscription Form

Glossary

Eligible manufacturer: Any legally constituted business that manufactures, in one or many plants in Canada, one or more hardware products and building materials or ranges thereof intended for the residential market.

Qualified product: A product or material for which at least 51% of direct manufacturing costs (materials and labour) were incurred in Canada. Are included: manufacturing, assembly, packaging. Are excluded: overhead costs, R&D, design, transportation.

Bien fait ici/Well Made Here: A federally chartered non-profit organization (hereafter “NPO”) collectively owned by its founding banners and professional associations. It was founded in 2018 with a view to encourage the purchase of residential hardware products and building materials manufactured in Canada.

Program: Refers to communication, promotional, advertising, and public relations activities the NPO plans on carrying out to strengthen the value chain between manufacturers, banners, and their networks of hardware stores and home improvement centres to better serve consumers and building contractors.

Logo: Can invariably refer to the logo icon, the French phrase “Bien fait ici” with or without the image, the English phrase “Well Made Here” with or with the image, or to both phrases with or without the image.

Manufacturer’s Three Commitments

By adhering to the program, the Manufacturer commits to:

1. Provide accurate and factual information on the qualified products: place of manufacture, origin of components, use instructions, use limitations, warranty, designations, and compliance to various standards and codes, etc.
2. Use the NPO’s logo in all communications related to qualified products in compliance with the Logo Usage Guide
3. Comply with online display regulations for qualified products on the portal, for example:
 - Only present products that are qualified as defined in the glossary (see top of form)
 - Refrain from comparing one’s products with those of competitors
 - Refrain from publishing sales prices, except if the manufacturer has a suggested retail price (MSRP).

NPO’s Ten Commitments to Manufacturers for 2019

Adhesion to the program gives admitted manufacturers access to the following benefits:

1. The guarantee that at least the ten (10) following banners are joining the program: Ace, BMR, Castle, Home Hardware, Lowe’s Canada, Patrick Morin, Réno Dépôt, RONA, Timber Mart, and Unimat.
2. The right to use the NPO’s logo for their qualified products.
3. Publication of information on qualified products by the NPO and manufacturers, including:
 - In a catalogue with a sophisticated search engine on the bilingual ici-here.ca portal
 - And eventually via a mobile interface on which it will be possible to consult product information sheets
4. Promotion of the program and the ici-here.ca portal coordinated by the NPO and all partner banners, including through two three-week, multimedia campaigns, one in spring and another in fall:
 - Press conferences (2) and distribution of press releases (2) signed by at least ten banners in 2019
 - Posters displayed in points of sale (minimum of 2,500 stores in 2019)
 - Advertisements in online and paper flyers
 - Distribution of flyers at checkout in stores
5. Participation in at least five major home shows in the country to raise awareness of the program and the ici-here.ca portal.
6. Access to two fan-based communities hosted by the NPO to mobilize consumers and building contractors around the program.
7. Mass advertising campaigns in mainstream media (print, TV, radio, billboards, etc.) as of 2020.
8. Starter kit, including:
 - A Logo Usage Guide, along with digital files indicating all the graphic standards, options permitted and prohibited for advertisements, and guidelines for merchandizing, labelling, and packaging
 - Marketing kit (guide, posters, stickers, messages, and tools to help with your social media presence, etc.)
 - A login procedure to activate your business space on the portal
9. Consultations twice a year before determining the dates of the two advertising campaigns, themes, strategic media choices, etc.
10. Access to the annual financial statements audited by a firm of independent experts.

Information About Organization

Legal name:			
Trade name (if different):			
Address:			
Province:	Postal Code:	Phone:	
Number of employees in Canada:	Website:		

Authorized representative:			
Title:			
Phone:	Mobile:		
Email:			

Main trademarks used in Canada in hardware stores and home improvement centres	Facebook		Twitter	
	LinkedIn		Other	

Number of Canadian plants that manufacture products intended for the residential market (by province and territory)

AB	BC	MB	NB	NL	NS	NT	NU	ON	PE	QC	SK	YT

Fees

- Subscription fees for the program are determined by manufacturer for the period ending December 31, 2019.
- Fees are determined based on the number of employees the Manufacturer has in Canada. Taxes apply and are charged extra according to the provincial laws in force where the Manufacturer's headquarters are located.
- The amount is payable to the NPO using one of both of the following: Bien fait ici and or Well Made Here.
- The annual fees cover an unlimited number of products the Manufacturer can submit to obtain the "Well Made Here" qualification from the NPO.
- Adhesion to the NPO is automatically renewed on an annual basis, and an invoice will be issued thirty (30) days prior to the renewal date. The invoice must be paid by the anniversary date, failing which the online account and related products will be suspended.

Workforce in Canada	Check	2019
Between 1 and 10 employees	<input type="checkbox"/>	\$600
Between 11 and 25 employees	<input type="checkbox"/>	\$1130
Between 26 and 50 employees	<input type="checkbox"/>	\$1 400
Between 51 and 100 employees	<input type="checkbox"/>	\$1 725
Between 101 and 250 employees	<input type="checkbox"/>	\$2 125
251 employees or more	<input type="checkbox"/>	\$2 600

Plus Tax

Signatures

The signatory to this form acknowledges that:

- The NPO will make the Manufacturer's adhesion known
- He or she is duly authorized to bind the Manufacturer, a duly incorporated legal entity, and adhere, on its behalf, to the program.
- He or she has read the commitments set out in the Manufacturer's Three Commitments Section on the other side of this form and acknowledges having received enough details about the terms and conditions of these commitments.
- Adhesion is granted based on your assertion that the Manufacturer meets the eligibility requirements as per the definition laid out in the above glossary (eligible manufacturer). Should this not be the case, the NPO reserves the right to withdraw the Manufacturer from the program.
- The Manufacturer must submit, in due time, the products that are to bear the "Well Made Here" label, provided they meet the requirements, as defined in the above glossary (qualified products). Any information proven to be false and published by the Manufacturer on the NPO's portal will result in the Manufacturer being withdrawn from the program, and measures will be taken to inform consumers and program partners of the situation. Should this not be the case, the NPO reserves the right to withdraw the Manufacturer from the program.

Signature of Manufacturer's authorized representative

Signature of Well Made Here's authorized representative

Date

Date