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STARTUP SUMMARY

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# FOREWARD

I am honoured to table this report on the launch of the new Well Made Here organization.

About six months have passed since our initial incorporation, even though the idea of the program had already been seeded in the minds of several instigators for a few years.

Many believe that alarms sounded with Donald Trump's ascension to a position of power, triggering an urgency to protect our manufacturers.

Others believe that Canadian manufacturers came knocking on my door seeking help to preserve their domestic market share in a consolidation context where only giants could survive.

Others still are persuaded that the real motive behind our movement is the growing consumer attraction to local buying, noticeable across all fronts, throughout the country.

Perhaps it was more the hardware store retailers and their buying groups who were the first to want a program that would help them counter the effects of price droppers and a decrease in quality.

All of the above are valid. And true.

This humble report attempts to reflect the actions undertaken from Day 1 up to mid-June 2019. As promised, it also relates the current status of finances in legitimate transparency. This because the initiative is not only owned by the twelve founding corporations and organizations, it is beholden to the 90 manufacturers who, in entrusting us with their affairs, allow it to exist.

What was but an act of faith is bearing fruit. In developmental stages, yet, full of promise. An optimism that leads me to affirm that Well Made Here will drive the whole of our industry and its clients to new elevations.

The President,



Richard Darveau



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# INCORPORATION ACTIVITIES

## **Name search in both languages :**

Bien fait ici / Well Made Here

## **Mission:**

Encourage the purchase of quality building materials and other items manufactured in Canada and intended for the residential market.

## **Banners' commitment confirmation signatures (October 31, 2018)**

## **Incorporation and foundation of the organization (October 31, 2018)**

Incorporation under federal charter, creation of general bylaws and the shareholder agreement, constitution of the assembly.

# CONSTITUTION OF THE BOARD OF DIRECTORS

**October 31, 2018:** first founding members Board of Directors' meeting

**December 18, 2018:** second Board meeting: program launch planning, budget options, focus of the Spring campaign

**February 11, 2019:** creative marketing thinking session, preceding the Board meeting scheduled for February 18th, focused on the first campaign and variants for subsidiaries and corporate points of sale.

**February 18, 2019:** third Board meeting: review of the foundations of the program, overview of the situation, decision-making for the Spring campaign, election of a Consumer Vice-President.

**June 20, 2019:** coordination of the fourth Board meeting to be held in Toronto at the offices of the CHHMA

# DEVELOPMENT OF THE CORPORATE IDENTITY

## Conception of the logo in both languages

Trademark registration including wording and artwork



## Vision:

for the first years is to strengthen the value chain between manufacturers, banners, and their network of hardware stores and home improvement centres to better serve consumers and construction contractors.

## Purpose as pertains to the five shareholder groups:

**For the consumers:** To help them find information on quality products made locally.

**For the certified contractors:** To enhance their offering, in conjunction with retailers, through the purchase of local, quality products.

**For the retailers:** To position themselves as choice destinations for customers keen to buy qualified products.

**For the banners:** To have their image and networks associated with the growing movement in favour of buying local, quality products.

**For the manufacturers:** To stand out from imported or low added-value products through the provision of technical information for DIYers and contractors.

# TOOLS FOR MANUFACTURERS

## Logo Usage Guide

### DIGITAL ADVERTISEMENTS (examples of logo placement)

TO PROMOTE THE WELL MADE HERE QUALIFICATION, THE LOGO CAN ALSO BE INTEGRATED IN THE BUSINESS'S SOCIAL MEDIA.  
TIP: TO ENSURE CONSISTENCY IN YOUR COMMUNICATIONS, ONE POSITION ONLY MUST BE USED.



#### REMEMBER

THE MINIMUM SIZE FOR THE LOGO IS 0.75 INCHES (54 x 54 px) AT ALL TIMES, AND THE PROTECTION ZONE AROUND THE LOGO MUST BE PRESERVED TO PREVENT OTHER GRAPHIC ELEMENTS FROM INTRUDING ON THE LOGO'S SPACE.

- 29 -

## Graphic Standards

### BILINGUAL VERSION (English on top)

COLOURS



MONOCHROME



BLACK AND WHITE



REVERSED COLOURS



REVERSED MONOCHROME



REVERSED BLACK AND WHITE



- 9 -

Together, these documents ensure and maintain the integrity of the logo, to standardize any variations of its use and to ensure consistency of the program's corporate identity.

## Kit for prospects

### MANUFACTURER'S COMMITMENTS

Provide rigorous factual information about the products to be qualified:

- Manufacturing location
- Origin of elements
- Instructions for use
- Usage limitations
- Warranty
- Licensing and compliance to various codes and standards
- etc.

Respect the conditions for online publication of information for qualified products on the portal, specifically:

- share information solely for qualified products as per the terminology outlined in the lexicon included with this form;
- avoid making any comparisons to competitors' lines of product on the ici-here.ca site;
- avoid publishing pricing except in the case of an existing suggested retail price policy (MSRP).

### ELIGIBLE OR NOT ?

Any information provided by a manufacturer which is considered false will result in expulsion of the product and/or the manufacturer from the program.

A procedure has been put into place and a confidential telephone line has been dedicated to this purpose 1.833.434-4373.



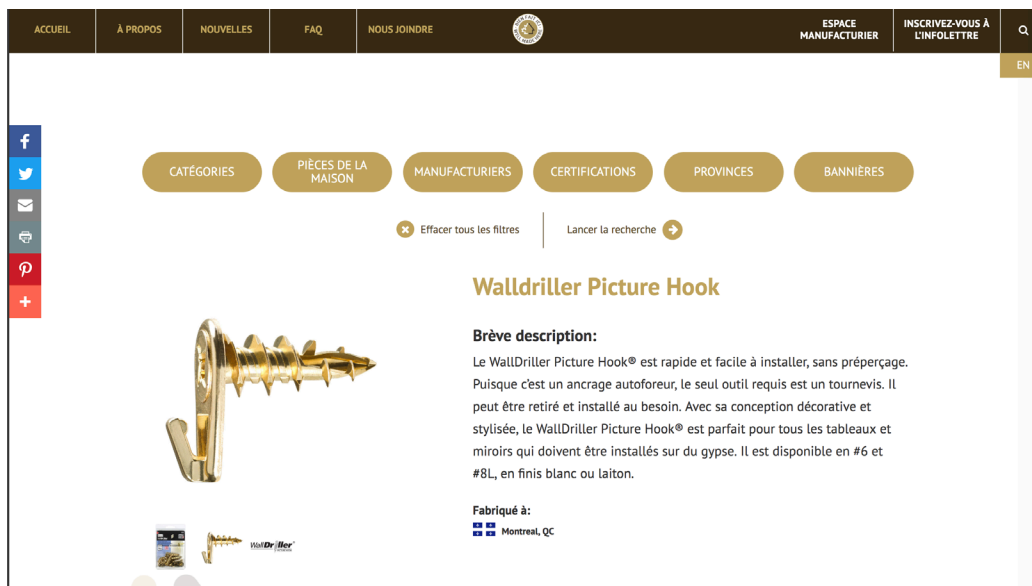
Developed for future participants, it contains all the necessary information to understand the program.

# TOOLS FOR MANUFACTURERS (cont'd)

## Web Portal

Through the bilingual [www.ici-here.ca](http://www.ici-here.ca) site, manufacturers are invited to share information about their business, the plants they operate in Canada, the product lines that meet our accreditation standards and which of the 10 partner banners carry these products.

Certain criteria are required. For example, sticking to facts in order to avoid any qualitative over valuing, refer as often as possible to public construction standards, avoid any mention of competitors and avoid publishing pricing information.



The screenshot shows the website's navigation menu with options: ACCUEIL, À PROPOS, NOUVELLES, FAQ, NOUS JOINDRE, ESPACE MANUFACTURIER, and INSCRIVEZ-VOUS À L'INPOLETTRE. Below the menu are social media icons (Facebook, Twitter, Email, RSS, Pinterest, Plus) and a search bar with filters: CATÉGORIES, PIÈCES DE LA MAISON, MANUFACTURIERS, CERTIFICATIONS, PROVINCES, BANNIÈRES. The main content area features a large image of a gold-colored WallDriller Picture Hook. To the right of the image is a description: **Brève description:** Le WallDriller Picture Hook® est rapide et facile à installer, sans préperçage. Puisque c'est un ancrage autoforeur, le seul outil requis est un tournevis. Il peut être retiré et installé au besoin. Avec sa conception décorative et stylisée, le WallDriller Picture Hook® est parfait pour tous les tableaux et miroirs qui doivent être installés sur du gypse. Il est disponible en #6 et #8L, en finis blanc ou laiton. Below the description, it states 'Fabriqué à: Montreal, QC'.

## Manufacturer Area Guide

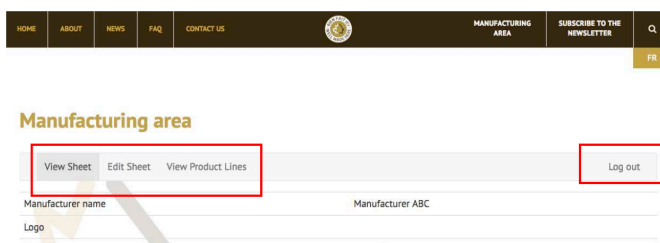
### MANUFACTURER AREA GUIDE

The Manufacturing Area's home page will appear.

Some information about your company will already be filled out.

You can modify the information.

A reference document and a video were created to help participating manufacturers to make optimal use of the dedicated area of the site which is a protected intranet built-into the site for their convenience.



The screenshot shows the Manufacturing Area Guide interface. At the top is a navigation menu with options: HOME, ABOUT, NEWS, FAQ, CONTACT US, MANUFACTURING AREA, and SUBSCRIBE TO THE NEWSLETTER. Below the menu are three buttons: View Sheet, Edit Sheet, and View Product Lines, and a Log out button. Below the buttons is a form with fields for Manufacturer name (filled with 'Manufacturer ABC') and Logo.

# TOOLS FOR BANNERS

## Countertop sign for Contractor Service Desk



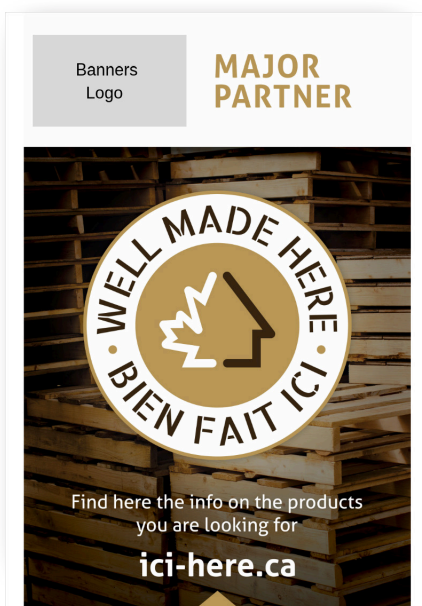
Generic sign distributed by banners to their points of sale, outlining the advantages of the program so that contractors can leverage "Well Made Here" hardware and materials and recommend them to their clients for their building and renovation projects.

## Posters for employees



Generic poster, also distributed by banners to their points of sale, intended to provide store employees with a Frequently Asked Questions (FAQ) document in which five key program fundamentals are explained in plain language.

## Major Partner Poster

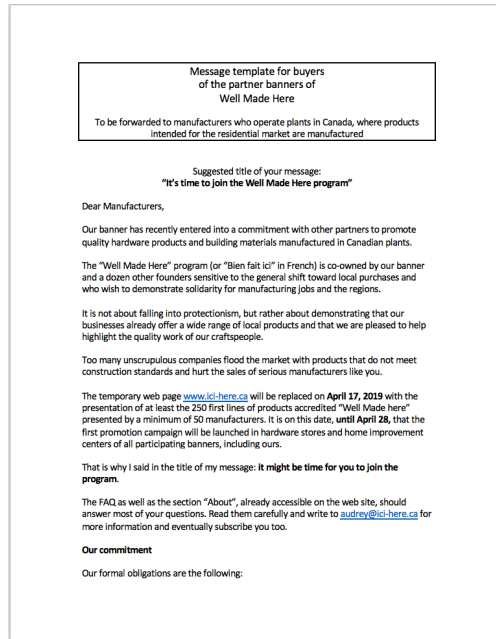


Giant poster template created to allow banners to promote their status as major partners in the new program at any point of sale in their network.



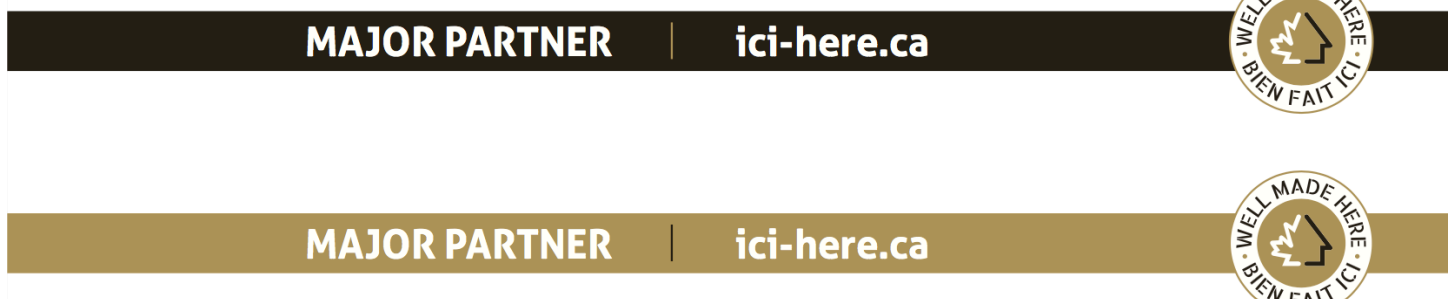
# TOOLS FOR BANNERS (cont'd)

## Generic letter from buyers to manufacturers



Suggested letter that buyers are invited to send to their Canadian suppliers in order to encourage them to join the program; the more the "Well Made Here" logo is seen on store shelves, the more the retailer and banners will be perceived as supporting local manufacturing jobs.

## Banner for flyers



Design allowing each banner to promote their status as a major partner in their print and online flyers.

# PROMOTIONAL ACTIVITIES

## Ad Clip



A thirty-second video was created to mark the first public announcement of the program. The communication objective, at the program launch, consisted in implanting the pairing of two sets of keywords « Well Made » and « Made Here », and, to dissect their meaning so that the consumer makes the link to the dual implication of the program: encourage local buying of quality (Well Made) products that are manufactured locally (Made Here).

## Leaflet for Consumers

- **Creation** of a leaflet intended for consumers, to be distributed at participating banner points of sale during the Spring campaign, from April 17th to May 12th.

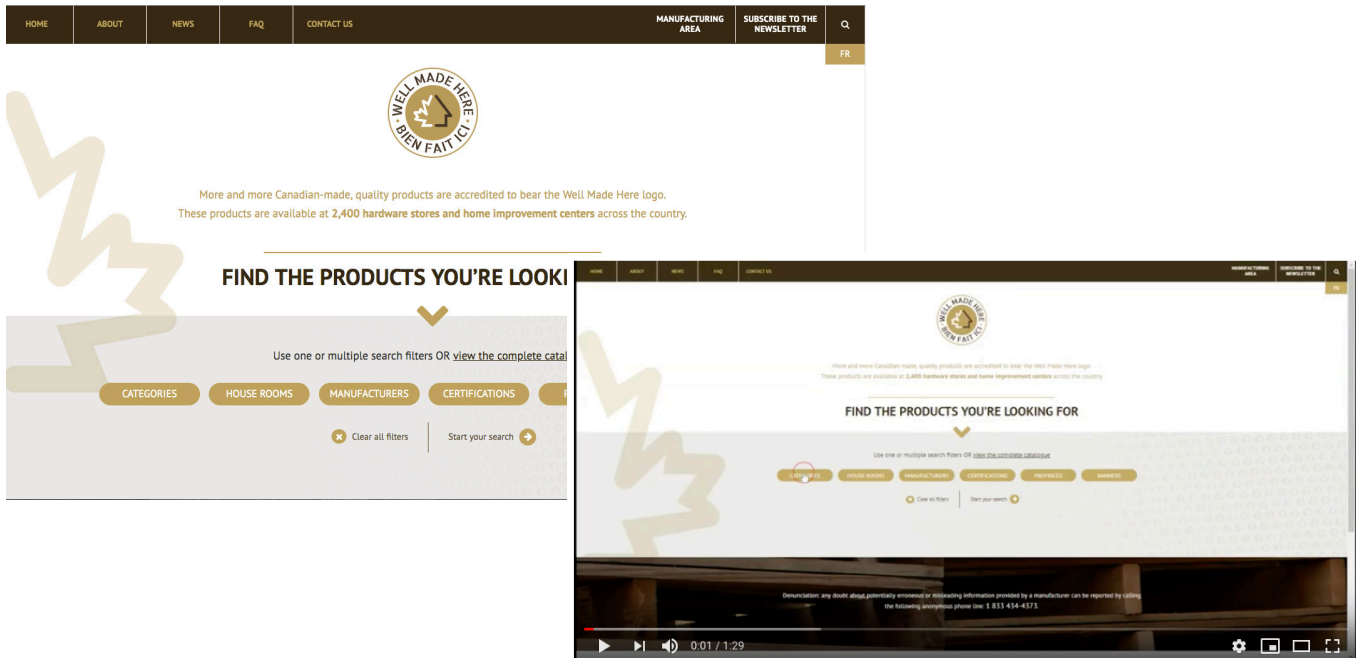


- **Printing** of 5 million copies  
3 263 308 English language  
1 736 692 French language
- **Coordination** of the logistics for allocation of quantities to each of the banners' distribution centers.

# PROMOTIONAL ACTIVITIES (cont'd)

## Ici-here Portal

The portal is used to find objective, non promotional information about materials that meet public construction standards, as well as hardware items, that are manufactured in Canada and intended for the residential market.



Video of a combination of navigation sequences that show how to apply filters when searching for information on Bien fait ici | Well Made Here's site.

[www.ici-here.ca](https://www.youtube.com/watch?v=u6a8flieHxY)  
<https://www.youtube.com/watch?v=u6a8flieHxY>

## Mini table-top roll-ups for trade shows



The table-top roll-ups was designed for manufacturers who want to identify themselves as participants of the Bien fait ici | Well Made Here program while attending trade shows.

We saw it on display at tens of large-scale public exhibitions and trade shows, even in the United-States during the Orgill Spring Market in Orlando and the National Hardware Show in Las Vegas.

# PROMOTIONAL ACTIVITIES (cont'd)

## Press Releases

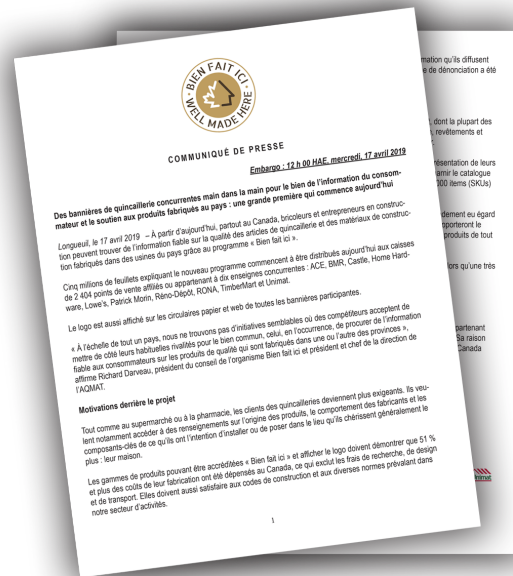
October 31, 2018

Program launch



April 17, 2019

Start of the Spring campaign



## Promotional stand

Stand designed to be adapted according to:

- Alloted space and size of the event for which it will be used;
- Type of event: general public or intra-industry;
- Customizable to each of the banners.



# PROMOTIONAL ACTIVITIES (cont'd)

## Social Media

- Facebook: <https://www.facebook.com/BienFaitIciWellMadeHere/>
- LinkedIn: <https://www.linkedin.com/company/bien-fait-ici/>
- Instagram: <https://www.instagram.com/ici.here/>

## Events

### Well Made Here program launch

October 31, 2018, Maison du développement durable, Montreal, QC



### Kiosk and address to buyers from Groupe Patrick Morin

February 6, 2019, Patrick Morin Head Office, Joliette, QC



# PROMOTIONAL ACTIVITIES (cont'd)

## Presentation to manufacturers

March 18, 2019, Bell Sports Complex, Brossard, QC



## Exhibitor, Montreal Wood Convention

March 20-21, 2019, Fairmont The Queen Elizabeth, Montreal, QC



## PROMOTIONAL ACTIVITIES (cont'd)

**Stand at the Meet the Buyer's event, organized by Hardlines for Lowe's Canada**  
March 26, Hôtel Imperia, Boucherville, QC



**Exhibitor, Soirée BMR Coop COMAX event for contractors**  
March 28, 2019, Pavillon de la Coop fédérée, Saint-Hyacinthe, QC



## PROMOTIONAL ACTIVITIES (cont'd)

### Exhibitor and address, Home Hardware Spring Market

From April 7 to 9, 2019, Home Hardware Head Office, St. Jacobs, ON



### Start of Spring campaign

From April 17 to May 12, 2019, participating banners' points of sale (in theory: 2,404 retailers)





# PROMOTIONAL ACTIVITIES (cont'd)

## Mass e-blast teaser sent to generate new signups

**PRODUCTS NOT ACCREDITED YET?**



### Why subscribe to “Well Made Here”

Stand apart from imported or low value added products by offering consumers and building contractors technical information through an independent organization.

<b>10</b> Banners
<b>2 404</b> Retailers
<b>89</b> Participating Manufacturer

**Major partners**



**SIGN UP NOW**

Contact Audrey Dagenais at 514-966-4425 or by email at [audrey@ici-here.ca](mailto:audrey@ici-here.ca)

## Publication “teaser” sur les médias sociaux



# BANNER ACTIVITIES

This section does not presume to list the whole of the actions undertaken by banners, solely those that have been brought to our attention.

## Distribution of leaflets at points of sale

### Delivery of allocated quantities to banners' distribution centres across Canada

- For Quebec: Boucherville for BMR-Unimat, Saint-Nicolas for TimberMart, St-Paul de Joliette for Patrick Morin
- For Ontario: Auruara for Lowe's, Mississauga for Castle, St. Jacobs for Home Hardware
- In addition, for Home Hardware, also Wetaskiwin, Alberta and Debert, Nova Scotia

BMR-Unimat		300
Timbermart		41*
Patrick Morin		21
Lowe's	Rona	403
	Réno-Dépôt	22
	ACE	135
	Lowes	67
Castle		315
Home Hardware		1100
Total		2404

\* Timber Mart Executive opted to conduct the Spring campaign solely in Quebec.

## Example of logo published on one of the banners' websites

The screenshot shows the Home Hardware website's corporate page. A news article is featured with the title "Home Hardware Stores Limited Joins Canadian Well Made Here Campaign". The article includes a sub-headline "Home Hardware stores to highlight Canadian-made products" and a circular logo for "WELL MADE HERE BIEN FAIT ICI". The text of the article discusses the launch of a new program highlighting Canadian-made products in their stores.

## Example of a letter to manufacturers sent by one of the banners

The screenshot shows a letter from Lowe's Canada regarding the "LE PROGRAMME BIEN FAIT ICI". The letter is addressed to a supplier and discusses the program's goals, including highlighting Canadian-made products and supporting local manufacturers. It lists several points of action for suppliers, such as contributing to the annual budget, participating in government representation, and supporting the program's activities.

# BANNER ACTIVITIES (cont'd)

## Example of social media post by one banner

## Examples of messages posted on banners' websites

Longueuil, April 17, 2019 – Starting today, across Canada, do-it-yourselfers and contractors can find reliable information about the quality of hardware items and construction materials, manufactured at Canadian plants, thanks to the « Well Made Here » program.

The distribution of five million leaflets providing an overview of the new program begins today at cash registers in 2,404 affiliate and corporate points of sale belonging to ten competing banners: ACE, BMR, Castle, Home Hardware, Lowe's, Patrick Morin, Réno-Dépôt, RONA, TimberMart and Unimat.



# MANUFACTURER ACTIVITIES

## Integration of product information on the ici-here.ca portal

MANUFACTURERS	
Subscribed	90
Active on the portal	72

PRODUCT LINES	
Displayed	424
Planned	409
Total estimated	833

PRODUCTS (SKUs)	
Reported	4401
Planned	602
Total estimated	5003

HOME ABOUT NEWS FAQ CONTACT US  MANUFACTURING AREA SUBSCRIBE TO THE NEWSLETTER  FR

### Manufacturing area

[View Sheet](#) [Edit Sheet](#) [View Product Lines](#) [Log out](#)

New Product Line

*\* Required fields*

**Product Line Name \***


French English

**Brand Name**  
If applicable

**Number of products in this line**

**Short description \***  
Min. 100 characters. Max. 500 (Text written in 3<sup>rd</sup> person)

French English



## MANUFACTURER ACTIVITIES (cont'd)

### Examples of manufacturer stands with the program logo on display

WRLA Buying show, January 23-25, 2019  
Calgary, AB

TimberMart National buying show, February 15-16, 2019  
Toronto, ON



Orgill Spring dealer market, February 21 to 23, 2019  
Orlando, USA



## MANUFACTURER ACTIVITIES (cont'd)

The National home show, March 8 to 17, 2019  
Montréal, QC



Montréal Wood Convention, March 19 to 21, 2019  
Montréal, QC

Soirée contracteurs BMR, March 28, 2019  
St-Hyacinthe, QC

Home Hardware Spring Market, April 7 to 9, 2019  
St-Jacobs, ON



# MANUFACTURER ACTIVITIES (cont'd)

National Hardware show, May 7 to 9, 2019  
Las Vegas, USA



## Examples of logo integration on accredited product packaging



## Examples of participant status advertising on manufacturer websites



- Pour le consommateur : mieux apprécier les produits d'ici grâce à de l'information rigoureuse.
- Pour les entrepreneurs certifiés : enrichir leurs prestations grâce à des produits de qualité faits ici en maillage avec les marchands.
- Pour les marchands : se positionner comme les destinations de choix pour les clients à la recherche de produits locaux accrédités et de services certifiés.
- Également, associer leur image et leurs réseaux au mouvement croissant en faveur de l'achat de produits et de services locaux de qualité.
- Pour le fabricant : se démarquer des produits importés ou à basse valeur ajoutée par de l'information technique adressée aux bricoleurs et aux entrepreneurs en construction.

À partir du printemps 2019, dans plus de 2 500 quincailleries et de centres de rénovation, des milliers de gammes d'articles de quincaillerie et de matériaux de construction fabriqués avec soin et amour au Canada seront accrédités «Bien fait ici».



# MANUFACTURER ACTIVITIES (cont'd)

## Examples of social media posts by manufacturers



**Letter to participating manufacturers encouraging them to take steps to increase the notoriety of the brand and promote themselves as participants (May 27, 2019)**

Content of the lettre :

- Best practices to easily and quickly increase our collective visibility
- Add the “Well Made Here” logo onto the homepage or in the header or footer of the website
- Social Media – Facebook, Instagram, LinkedIn, YouTube
- News and articles about “Well Made Here”
- Note that in June, we are launching a monthly newsletter specific to “Well Made Here”
- Product Catalogue on [www.ici-here.ca](http://www.ici-here.ca)
- Add the Well Made Here logo to your email signature blocks
- Photos
- Printed and online media, meetings, etc.



# RETAILER/DEALER ACTIVITIES

Participating point of sale locations (in theory 2 404 hardware stores and renovation centres)



# PARTNER ACTIVITIES

## AQMAT

Association québécoise de la quincaillerie et des matériaux de construction

AQMAT devoted its Friday newsletter to the program and offered to publish two stories each week. Such as:

- Announcing the sign up of new participants
- Presentation of marketing tools
- Spotlight on manufacturers who are advertising themselves as participants of "Well Made Here" » at events
- Relating activities undertaken by banners
- Relating activities undertaken by partners
- Original texts about subject-matter relevant to program objectives. For example: Buying Canadian recognized around the world; Canada, a powerful brand according to BDC; and, Standing out thanks to a label.

Sharing various news links and mentions about program activity across its social sites and on its web-site.



**WELL MADE HERE** De la cave au grenier, de l'habitation de qualité

ACTUALITÉ

Édition du 24 mai 2019 [Voir sur votre navigateur >](#)

### Un autre leader des portes et fenêtres se joint à «Bien fait ici»

Après JeldWen, voici que le Groupe Atis adhère au programme « Bien fait ici ». L'entreprise dont le siège est à Longueuil est l'un des plus importants fabricants de portes et fenêtres au Canada avec neuf usines, plus de 30 magasins, 1400 employés et des revenus d'environ 200 millions de dollars.

[Lire la suite >](#)



### Home Hardware annonce l'intégration de «Bien fait ici» à son plan d'affaires

Home Hardware  
A clear vision for the future  
By Stasa Veroukis-Regina



Dans un article publié en anglais par la journaliste Stasa Veroukis dans l'édition avril-mai du périodique Yardstick, édité par l'association WRLA



**AQMAT**

Créer un nom d'utilisateur pour la Page

- Accueil
- Boutique
- À propos
- Évènements
- Photos
- Vidéos
- Communauté
- Groupes



Aimé Déjà abonné(e) Partager ...

**AQMAT**  
Publié par Pierre Perreault [?] · 12 juin, à 15 h 07 ·

Appui du gouvernement du Canada à "Bien fait ici" : un marathon s'amorce ces jours-ci, contexte pré-électoral oblige!



AQMAT.ORG

Appui du gouvernement du Canada à "Bien fait ici" : notre marathon commence - Association québécoise de la...

## PARTNER ACTIVITIES (cont'd)

**APCHQ** - Association des professionnels de la construction et de l'habitation du Québec  
Publication of a News Release



**ACQC** – Association des consommateurs pour la qualité dans la construction  
Publication of a News Release



**L'ACQC salue le lancement du programme  
Bien fait ici - Well Made Here**

## PARTNER ACTIVITIES (cont'd)

CCHMA – Canadian Hardware & Housewares Manufacturers Association  
Publication of an article on its website at inception of the program

# CHHMA

Canadian Hardware & Housewares Manufacturers Association

## WELL MADE HERE/BIEN FAIT ICI PROGRAM LAUNCHES ACROSS CANADA

Industry News

Starting last week, do-it-yourselfers and contractors across Canada can find reliable information about the quality of hardware items and construction materials manufactured at Canadian facilities, thanks to the **Well Made Here/Bien fait ici** program



Video testimonial from the President, Sam Moncada



# GOVERNMENT REPRESENTATION

## General Communication Axis

Among political ranks, we are asserting the status quo exposes us to significant damages: deterioration of the fiber Canadian manufacturing itself, loss of jobs in our regions, deficiencies in the built residential environment. Yet, if the consumer receives reliable information about quality Canadian-made products, these will be favoured, even if they are likely to have a higher price point. Access to reliable and comprehensive information about the quality and the origin of products is becoming a key element here. To provide such access, we need the governments to lend support for the deployment of the “Well Made Here” logo on television and to develop visual recognition technology that will allow hardware store customers to access product information sheets directly from their smartphones.

## Strategy

Governments have been kept informed in order to show that our business community is empowering itself. With the power of a critical mass of manufacturers and the partnership of major retailers, we are now able to submit requests for financial support.

On a provincial scale, we will focus on the support to give to manufacturers and retailers in their territories in leveraging their new accreditation: participation in marketing events, financing for packaging label changes, etc. We will prioritize the governments of Quebec, Ontario and British Columbia, concentration areas for manufacturers in our industry.

On a national scale, the focus will be on the development of the brand through mass market media and on the development of a technology that allows hardware store customers to access product information sheets through visual recognition. Our efforts will be centered around the Prime Minister due to this being an election year, but also focused on two ministers: Navdeep Bains, Minister of Innovation, Science and Economic Development as well as Mary Ng, Minister for Small Business and Export Promotion.





COMMERCE DE DÉTAIL

# AU TOUR DE LA QUINCAILLERIE DE PROMOUVOIR L'ACHAT LOCAL

L'achat local est dans l'air du temps. Or, à la quincaillerie, ce n'est pas toujours évident de savoir quels outils et quels matériaux sont faits au Canada. Même les employés ne peuvent pas toujours éclairer les clients ! Le nouveau programme Bien fait ici, qui sera annoncé la semaine prochaine, permettra de régler ce problème, espère l'industrie.

≡ **leSoleil**

— 26 décembre 2018 / Mis à jour à 15h53

## Le visage de la quincaillerie change



POINT DE VUE  
Le Soleil

## PRESS COVERAGE (cont'd)

**HARDLINES**

Connecting the Home Improvement Industry

# AQMAT launches Well Made Here

BY Geoff McLarney • Published: November 1, 2018



LONGUEUIL — AQMAT, the Quebec association for the home improvement industry, has finalized the creation of a not-for-profit organization aimed at encouraging retail shoppers to buy Canadian first and to seek out hardware and building supply stores for their needs.

Called Bien Fait Ici/Well Made Here, the federally chartered organization will promote awareness of products made in Canada, notably through a distinctive logo for Quebec- and Canadian-made products. Detailed labelling will provide consumers with technical information on high-quality domestic goods.

# YARDSTICK

## Home Hardware

*A clear vision for the future*

*By Stasa Veroukis-Regina*



## PRESS COVERAGE (cont'd)

MARKETS  
INSIDER

# Founding of Bien fait ici/Well Made Here to encourage the purchase of quality, residential hardware products and building materials manufactured in Canada

PRESS RELEASE PR Newswire

Oct. 31, 2018, 01:00 PM

SHARE

**PORTAIL**  
constructo

Lancement du programme «Bien fait ici»

FACEBOOK LINKEDIN TWITTER PINTEREST EMAIL PRINT

23 avril 2019



Des enseignes de quincailleries concurrentes ont dévoilé, le 17 avril 2019, la nouvelle accréditation «Bien fait ici» afin de fournir une information fiable sur la qualité des articles de quincaillerie et des matériaux



# protégez VOUS

## ACHAT LOCAL: DES OUTILS «BIEN FAITS ICI»

PAR MATHILDE ROY

Mise en ligne : 16 avril 2019 / Magazine : avril 2019



Outils, peintures, matériaux de construction... Vous voulez privilégier les produits made in Canada à la quincaillerie? Le tout nouveau label «Bien fait ici» vous aidera à repérer les produits «locaux» et les centres de rénovation qui en font la promotion, comme Rona, Patrick Morin et BMR.



Principaux sujet

## Bien fait ici !

catégorie

Rénovation

[Tweet](#) [Share](#) [Share](#)

[Imprimer cette page](#)

January 13, 2019 par Luc Boily



À rechercher dès le printemps 2019

L'Association québécoise de la quincaillerie et des matériaux de construction du Québec (AQMAT) a récemment fait savoir que des milliers de gammes d'articles de quincaillerie et de matériaux de construction afficheront une étiquette « *Bien fait ici / Well Made Here* » à compter du printemps 2019. Plus de 2500 quincailleries et centres de rénovation ont déjà emboîté le pas à cette initiative

# ACQ CONSTRUIRE

## Guide d'utilisation du label Bien fait ici : maintenant disponible pour les fabricants

Par Association de la construction du Québec - Publié le 13 décembre 2018



Lors du lancement officiel de BIEN FAIT ICI / WELL MADE HERE le 31 octobre dernier, une trentaine de fabricants ont adhéré au programme. Afin de rendre concret son label, il devra être repérable en quincaillerie par le consommateur et l'entrepreneur au plus tard pour la grande campagne du printemps qui aura cours dans 2 500 magasins sous différentes enseignes à travers le pays.



### L'ACQC salue le lancement du programme Bien fait ici Well Made Here

MONTRÉAL, le 26 avril 2019



L'Association des Consommateurs pour la Qualité dans la Construction (ACQC) tient à souligner le lancement du programme Bien fait ici - Well Made Here, une initiative pancanadienne de l'Association québécoise de la quincaillerie et des matériaux de construction (AQMAT), qui promet de devenir un outil incontournable répondant à un besoin réel des consommateurs en habitation comme de l'industrie.



## PRESS COVERAGE (cont'd)

Article La Presse

[http://plus.lapresse.ca/screens/55fd3051-4aad-4f8c-acb0-809f3a248e14\\_7C\\_0.html](http://plus.lapresse.ca/screens/55fd3051-4aad-4f8c-acb0-809f3a248e14_7C_0.html)

Article dans Le Soleil

<https://www.lesoleil.com/opinions/point-de-vue/le-visage-de-la-quincaillerie-change-24bcbb-340d19ad49c4775884525f3f9e>

Article dans Hardlines

[https://hardlines.ca/gp\\_dailynews/aqmat-launches-well-made-here/](https://hardlines.ca/gp_dailynews/aqmat-launches-well-made-here/)

Article publié par CHHMA

<http://chhma-news.ca/blog/well-made-herebien-fait-ici-program-launches-across-canada.html>

Article publié dans Markets Insider

<https://markets.businessinsider.com/news/stocks/founding-of-bien-fait-ici-well-made-here-to-encourage-the-purchase-of-quality-residential-hardware-products-and-building-materials-manufactured-in-canada-1027677448>

Publié par Constructo

[http://www.portailconstructo.com/actualites/lancement\\_du\\_programme\\_bien\\_fait\\_ici](http://www.portailconstructo.com/actualites/lancement_du_programme_bien_fait_ici)

Publié par Protégez-Vous

<https://www.protegez-vous.ca/maison/achat-local-outils>

Publié par PCC (pour les plombiers)

<https://www.pccmag.ca/features/bien-fait-ici/>

Publié par l'ACQ pour les entrepreneurs

<https://www.acqconstruire.com/actualites/2020-guide-utilisation-label-bien-fait-ici-maintenant-disponible-pour-fabricants>

Publié par ConstruPresse

<http://www.reseauconstronet.net/19-04-26-acqc.ws>

Article publié par Les affaires

<https://www.aqmat.org/wp-content/uploads/2019/06/certifie-quebec-edition-du-15-juin-2019-par-diane-berard.pdf>

# SALES RESULTS

Recruitment of manufacturers and trademark holders formally began on March 18, 2019. After just three months, 90 businesses operating at least one manufacturing plant and from seven different provinces in Canada have signed up.



## PARTICIPATING MANUFACTURERS

ALBERTA	ONTARIO	QUEBEC	QUEBEC
Scorpion Door Stop	Klassen Bronze	Condor Chimiques	PG Model
Shippers Supply ULC	Korhani	Denalt	PolarMade
BRITISH COLUMBIA	Laser Bonding Tech	Drainvac International 2006	PPG
Clapham's Beeswax Products	Liquid Rubber Canada	Dupont	Primeau Metal
Exchange-A-Blade	Loxcreen Canada	Dural division of Multibond	Profix
Global Dec-K-ing Systems	Omega Plastics	Duray	Prolab Technolub
Metrie	Polytarp Products	Ferblanterie Daoust	Roland Boulanger
Rolgear	Quest Brands	Finitec Canada	Saman
ONTARIO	ROYAL Building Products	Fransyl	Selectone Paints
1SHOT Steel Stud Anchor	Smart Cookie Home Essentials	Formule A King	Sika Canada
Alcot Plastics	Tufx-Fort	Garaga	Si-Mart
Alexandria Moulding	Wirecraft International	Garant GP	Société Laurentide
Beauti-Tone Paint & Home Products Division	MANITOBA	Giant	STEF
BP Canada	City Sheet Metal	Goodfellow	Stove Builder International
Canada Cordage	WD Industrial Group	Groupe Crête	Super Remover
Covertech Flexible Packaging	NEWFOUNDLAND - LABRADOR	Insulfloor	Techniseal
Dorken Systems	Juniper BBQ Scraper	Isolofoam Group	Technoform Industries
Duststop Air Filters	QUEBEC	J.A. Roby	Tube-O-Toit
EZ Strip Canada	A. Richard	JELD-WEN	Unifix
Frank T. Ross & Sons	ADS Canada	Kaycan	Vanités BF
Glen Dimplex	ATIS Group	La Règle de Bedford	Ventilation Optimum
IKO	Belanger Laminates	Laboratoires St-Antoine	Ventilation Maximum
Kathite Industries	Cobra Anchors	MAAX	SASKATCHEWAN
King Packaged Materials Company	Colorantic	MURdesign	Jim Scharf Holdings