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September 17, 2026

The Right Honourable Mark Carney
Prime Minister of Canada
80 Wellington Street
Ottawa, Ontario K1A 0A2

Subject: Making Buy Canadian a Reality in Hardware and Home Improvement Stores

Dear Prime Minister,

Your government has placed buying Canadian, strengthening our industrial capacity and reducing our dependence on foreign suppliers at the heart of its economic strategy. In residential construction and renovation, a tool already exists to turn that ambition into concrete results: **Well Made Here / Bien fait ici**.

Our federally chartered not-for-profit organization exists to encourage the purchase of quality building materials and hardware made in Canada. More than **15,000 products are now Well Made Here accredited**. Produced in some 300 plants across eight provinces, they meet nearly every need for building, maintaining and renovating a home.

In other words, **a house can be built or renovated, from basement to attic, with products that are almost exclusively Canadian**; power tools are the only real exception. No consumer can say the same of a grocery store, a pharmacy, a clothing or sporting goods store, or a car dealership.

But Canadians need to know it. Foundations and concrete, lumber and panels, insulation, roofing, doors and windows, plumbing, electrical, heating, ventilation, paint, adhesives, wall and floor coverings, outdoor products, hardware: our manufacturing capacity is far broader than consumers realize. Even home-building professionals are often unaware of what is made here in compliance with our codes and standards.

A simple, rigorous accreditation

It is based on three criteria:

- compliance with the codes, regulations and legal requirements of the Canadian construction industry;
- at least 51% of direct production costs incurred in Canada;
- last substantial transformation carried out in Canada.

That goes far beyond a flag on a store shelf or a vague marketing claim.

Acting at the point of sale

The plants are running, the products are available and the distribution networks are in place. What remains is to **make this offering visible at the very moment consumers choose**, because it is in the store that industrial policy becomes — or fails to become — a Canadian purchase.

Raising customer awareness, training staff, identifying products, installing signage and setting aside space for Canadian-made products all require resources. We therefore invite the Government of Canada to partner in a **Canada-wide drive to showcase residential products made in Canada**, led by Well Made Here with participating manufacturers and retailers.

Federal funding would support promotional kits for stores and a sustained campaign on social media and in publications aimed at homeowners, so that Canadians, like their government, become the best customers of their own economy.

Ready to act now, we request a meeting at the earliest opportunity with representatives of your Office and the relevant departments to present our network and accredited products, and to agree on a deployment plan with measurable targets and appropriate recognition for the Government of Canada.

Yours sincerely,



Richard Darveau

President and Chief Executive Officer

Well Made Here / Bien fait ici

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cc:

The Honourable Mélanie Joly Minister of Industry and Minister responsible for Canada Economic Development for Quebec Regions

The Honourable Joël Lightbound Minister of Government Transformation, Public Works and Procurement and Quebec Lieutenant

The Honourable François-Philippe Champagne Minister of Finance and National Revenue

The Honourable Gregor Robertson Minister of Housing and Infrastructure

About Us

"Well Made Here" is a federally chartered non-profit organization that promotes building materials and hardware products manufactured in Canada and compliant with current standards. Its 215 manufacturer members operate more than 275 plants across eight provinces. Nine partner banners represent over 2,000 affiliated hardware stores and renovation centres. Together, these companies employ 375,000 people (2% of the country's total workforce) and generate \$64 billion in revenue (3% of Canada's GDP).