



# 2012

## Made in the NWT

The value of all manufacturing shipments in the NWT stood at approximately \$9.3 million and employed about 200 people among a dozen or so businesses, in 2011.



Hughie Graham

NWT Chamber of Commerce

September 2012

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# MINISTERS MESSAGE-MADE IN THE NWT PROGRAM

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The Government of the Northwest Territories is pleased to partner with the NWT Chamber of Commerce on this key initiative – and to promote and support those businesses whose products are *Made in the NWT*.

We recognize the challenges faced by our Territory's manufacturers and the important contributions they are making to the ongoing health and growth of our NWT economy.

The *Made in the NWT* program highlights manufacturers based in the territory – helping them to promote their products to potential customers. Thanks to the *Made in the NWT* label, buyers can easily see and recognize that their purchases serve to benefit local residents and businesses.

We have been pleased with the success we have to date and appreciate the Chamber's efforts to promote and grow this program. I encourage all NWT manufacturers to register and take advantage of *Made in the NWT* labels on their products.

It is an initiative that benefits businesses and in turn, benefits the Northwest Territories.

A handwritten signature in blue ink, appearing to read 'D. Ramsay'. The signature is stylized and fluid.

Hon. David Ramsay

# NWT CHAMBER PRESIDENT MESSAGE- MADE IN THE NWT PROGRAM

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The NWT Chamber of Commerce is happy to partner with the Government of the Northwest Territories on an important program in the Northwest Territories. Promotion of the NWT's manufacturing industry is important not just to the businesses who manufacture in the NWT, but to the purchasers of products, whether for industry, government services, or the end consumers themselves.

The innovation shown by businesses that manufacture in the NWT is second to none. Who knows more about the challenges faced in the NWT than businesses operating in the NWT? We need to promote, support and foster manufacturing in the NWT and we thank the GNWT for recognizing this and aiding the Chamber in bringing this message to consumers.

The Made in the NWT branding is important. Consumers need to know that when they are buying Made in the NWT products, they are not just getting a quality product, but are contributing to local residents and businesses.

I hope that all NWT residents look for the label and manufacturers register to become a part of the brand.

A handwritten signature in blue ink, appearing to read 'Hughie Graham', with a long horizontal flourish extending to the right.

Hughie Graham

President, NWT Chamber of Commerce

# MADE IN THE NWT-OVERVIEW

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In 2009, the Government of the Northwest Territories (GNWT) and the Northwest Territories' (NWT) Chamber of Commerce partnered to launch Made in the NWT Program. The Program was designed to highlight NWT based manufacturers and promote their products to potential customers, with a specialized Made in the NWT logo.

A strong manufacturing sector is a key element of a strong economy. Understanding that northern manufactures face many challenges that include high input, utility and transportation costs, the *Made in the NWT* program is designed to ensure NWT manufacturers are recognized for their contribution to the NWT economy.

Through this ongoing initiative, the Chamber has a supply of *Made in the NWT* stickers, decals, stamps and more. These are provided to any manufacturer who requests it, free of charge, which they can use to label goods produced in the NWT. When potential customers see the *Made in the NWT* label, they will recognize the jobs and other economic benefits that are tied to producing these products locally and consider that before making their purchasing decision. Hopefully, encouraging customers to choose *Made in the NWT* products above all else.

The Chamber and the GNWT fully support our northern business and encourage residents and visitors to take this opportunity to show their appreciation for businesses that manufacture in the NWT as well.



# MADE IN THE NWT-MANUFACTURING SECTOR

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In 2011, the value of all manufacturing shipments in the NWT was approximately \$9.3 million. Manufacturing is a small sector of the territorial economy, but it employs about 200 people among a dozen or so businesses. As diamond manufacturing comprises the main segment of this sector, growth prospects for the industry are dependent on the ability to attract experienced manufacturers in this area. The NWT does represent a great opportunity for manufacturers in all sectors.

However, high costs, small markets and other related factors put the manufacturing sector in the NWT at a competitive disadvantage. As such, manufacturing in the NWT is likely to remain small-scale, filling specific needs of northern development.

Although the secondary diamond industry makes up the majority of the NWT manufacturing activity, the sector is diverse and other companies are involved in producing a wide range of products such as:

- Lumber milling, doors, windows, water tanks, cabinets, logs and other home products;
- Boxes, pallets, stakes, core boxes, timbers and other materials for the mineral industry;
- Cleaning agents;
- Printing, silk screening and publishing;
- Bottling, baking, canning and meat processing;
- Custom furniture;
- Boat building, log homes, engine rebuilding, komatiks, sleds, trailers and upholstery;
- Metal, wood and plastic signs;
- Canvas goods, bags, tents, clothes, jewelry, leather, shoes, tanned furs, clothing;
- Redi-mix concrete, trusses, sheds, planters, fuel tanks, and other construction-related materials.

# MADE IN THE NWT-HOW TO PARTICIPATE

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The NWT Chamber of Commerce administers the *Made in the NWT* Program and acts as the distribution center for the stickers and promotional materials. Business owners that are interested in participating in the program simply need to fill out the form found in Appendix 1 and fax or deliver it to the NWT Chamber of Commerce. Registration forms are also available online at [www.nwtchamber.com](http://www.nwtchamber.com) or by contacting the Chamber office at [admin@nwtchamber.com](mailto:admin@nwtchamber.com).

Any manufacturer who meets the following criteria is eligible to participate in this Program:

- Individual manufacturers must be residents of the NWT.
- Manufactured materials must be created within the NWT.
- All users of the *Made in the NWT* logo must be registered with the NWT Chamber of Commerce.
- Each manufacturer must register yearly.

Manufacturers who wish to participate in the Program will be provided with their choice of the materials upon registration.

# MADE IN THE NWT-LOOK FOR THE LOGO

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In the first calendar year of the launch of the Made in the NWT program, the Chamber distributed approximately 185,000 labels to 7 different businesses across the territory. Since then, many NWT businesses continue to benefit from this program. This year, to create awareness of the *Made in the NWT* program, the branding logo will be advertised in the following media:

- Brochures and Posters
- Internet: All manufactures with websites are requested to post the *Made in the NWT logo* and link
- Facebook Page
- Ad Placement: Electronic billboards and on television screens at various locations such as Gourmet cup and Javaroma

Items available to eligible businesses with the *Made in the NWT* logo include: stickers, posters, merchandise tags, stamps, sew on labels and decals.

As all manufactured products are different, please contact the Chamber if you have another idea on how to trademark your manufactured product as *Made in the NWT*.



## STICKERS

Stickers small: 1 inch diameter



Stickers Large: 2.5 inch diameter



## POSTERS

Made in the NWT posters: 11" x 17" posters promoting Made in the NWT products, can be displayed in store windows or anywhere around town.



## MERCHANDISE TAGS

These tags will be made and produced in the NWT and can be used to promote products manufactured in the NWT.



## STAMP

Logo can be stamped directly onto manufactured products



## **SEW ON LABEL**

Sew on labels can be sewn onto garments.



## **DECALS**

Made in the NWT decals for your product or window display.

# MADE IN THE NWT-CURRENT BUSINESS' ENROLLED

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| Product                                    | Manufactured By                         | Location    |
|--|---|-------------|
| <b>Industrial Modular Structures</b>       | Concept Energy Services Ltd.            | Hay River   |
|  |   |             |
| <b>Bridges, Steel Plate Girder</b>         | King Manufacturing (Kingland Ford)      | Hay River   |
|  | Northern Transportation Company Limited | Hay River   |
|  |   |             |
| <b>Tanks, Steel</b>                        | King Manufacturing (Kingland Ford)      | Hay River   |
|  | Northern Transportation Company Limited | Hay River   |
|  | Paul Bros. Welding Ltd.                 | Yellowknife |
|  |   |             |
| <b>Recycled bottles into glasses/vases</b> | Old Town Glasswork's                    | Yellowknife |
|  |   |             |
| <b>Wool Scarves</b>                        | Dances with Scarves                     | Yellowknife |
|  |   |             |
| <b>Con Mine Book</b>                       | NWT Mining Heritage                     | Yellowknife |
|  |   |             |
| <b>Arts/Crafts</b>                         | Northern Souvenirs                      | Yellowknife |
|  |   |             |

|   |  |             |
|---|--|-------------|
| <b>Communications/website</b>                           | Media Mentor                           | Yellowknife |
|   |  |             |
| <b>Coffee, cup holders</b>                              | Javaroma                               | Yellowknife |
|   |  |             |
| <b>Scarves – silk, felt, handmade gifts</b>             | Tangletree Gallery                     | Yellowknife |
|   |  |             |
| <b>Nut Products</b>                                     | TJ's Nut Hut                           | Yellowknife |
|   |  |             |
| <b>Youth and Adult Clothing – Funky Screen Printing</b> | Erasmus Apparel Ltd.                   | Yellowknife |
|   |  |             |
| <b>Printing Products</b>                                | Canarctic Graphics                     | Yellowknife |
|   |  |             |
| <b>Signs and decals</b>                                 | Poison Graphics                        | Hay River   |
|   |  |             |
| <b>Tanks, Fibreglass</b>                                | Fibreglass North (Canzeal Enterprises) | Yellowknife |
|   |  |             |
| <b>Trusses, Roof</b>                                    | Energy Wall & Building Products Ltd.   | Yellowknife |
|   |  |             |
| <b>Windows</b>  | Arctic Front Windows                   | Hay River   |
|   |  |             |
| <b>Birch Syrup and Birch Butter</b>                     | Sapsucker Birch Syrup Co-op            | Yellowknife |

|  |                        |             |
|--|------------------------|-------------|
|  |                        |             |
| <b>Ornamental Concrete Products</b>                          | West Channel Statutory | Hay River   |
|  |                        |             |
| <b>Magazine</b>  | Squawk Hay River       | Hay River   |
|  |                        |             |
| <b>Traditional Northern Winter Wear, Art and Handicrafts</b> | Northern Transition    | Yellowknife |

# MADE IN THE NWT-STANDARDS OF USE

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Manufactures that are registered with the Made in the NWT Program are free to use the Branding Logo on their own products and product packaging material. It is imperative that all logos maintain the same standard of quality; therefore the logo cannot be changed or altered from its original form. If a manufacture would like to obtain the logo for reproduction they must request the JPEG file from the NWT Chamber of Commerce office.

## MADE IN THE NWT-CONTACT INFORMATION

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### **NWT Chamber of Commerce**

Mailing Address:

4802 50<sup>th</sup> Avenue Unit 13

Yellowknife, NT

X1A 1C4

Address:

3<sup>rd</sup> Floor

NWT Commerce Place

4921 49<sup>th</sup> Street

Yellowknife, NT

Phone: 1-867-920-9505

Fax: 1-867-873-4174

# APPENDIX 1

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## Request Form



If you would like the “Made in the NWT” labels to let customers know where your goods are manufactured, fill out this form and fax it to 867-873-4174 or email to [admin@nwtchamber.com](mailto:admin@nwtchamber.com).

**You need not be a Chamber member to participate.**

**Company:**

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**Contact Information:**

Phone number:

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Email:

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Website:

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Mailing Address:

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**Number of Labels Required:**

Small – 1 inch  
diameter \_\_\_\_\_

Large – 2.5 inch diameter  
\_\_\_\_\_

**Please indicate what products you will use your “Made in the NWT” labels on:**

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The NWT Chamber of Commerce is proud to recognize Northern manufacturers and the contribution they make to our territorial economy.