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THE TRUE VALUE OF DOMESTIC CRAFT



Quality and Longevity

Consumers consistently prioritize durability and craftsmanship over price alone, providing a strong narrative to justify premium budgets for your clients.

Clear Origin Matters

Because consumers often struggle to identify domestic products, clearly labeled inventory helps bridge the gap between their intent to buy local and their final purchasing decision.



Differentiation from Mass-Market Options

You can help your clients stand out from major retail chains by emphasizing local identity, specialized expertise, and unique materials that large, low-cost competitors cannot easily replicate.

Emotional and Economic Trust

Buying locally signals trust and support for the economy, providing emotional value that strengthens consumer loyalty and justifies a higher investment.





DID YOU KNOW ?

that **57%** of consumers are willing to pay more for Canadian-made products?



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