



For Immediate Release
Tuesday, August 7, 2018

Oh Canada, We Buy on Guard from Thee! **Kruger Products Says Buying Canadian is the Obvious Choice**

So, you want to buy Canadian? A wave of red and white purchasing is sweeping the nation as Canadian consumers look to put their money where their flag is. Recent news events have spurred renewed interest in buying local and [Kruger Products](#) – Canada’s leading manufacturer of tissue products – says that made-in-Canada has always been the obvious choice.

A trip down the grocery aisle proves it’s not always easy to determine which products are actually made-in-Canada. So Kruger Products is staking its claim: it manufactures its leading Canadian consumer paper brands right here in Canada, including: [Cashmere® Bathroom Tissue](#), Canada’s #1 Bathroom Tissue Brand; [Purex® Bathroom Tissue](#), Western Canada’s #1 Bathroom Tissue Brand; [Scotties®](#), Canada’s #1 Facial Tissue Brand; and [SpongeTowels®](#), Canada’s Favourite Paper Towel Brand. When it comes to buying high-quality Canadian paper products, Kruger Products has you covered.



Canadian Manufacturing Innovator for 100+ Years

A new [Ipsos](#) Omnibus survey reveals that when it comes to purchasing grocery products of equal quality and price, 83 per cent of Canadians would choose a made-in-Canada product over American-made. And two-thirds (62 per cent) of Canadians say they are now more likely to choose Canadian-made products compared to a few months ago.

“It surprises us that Canadian consumers are unaware our brands are proudly made in Canada, it’s displayed on all our brand websites and packaging,” says Nancy Marcus, Chief Marketing Officer, Kruger Products. “Kruger Products is a third-generation, Canadian family business with more than a 100-year history in this country. We are proud that our leading brands are made In Canada, by Canadians for Canadians.”

.../more



Headquartered in Mississauga, Ontario, Kruger Products employs more than 2,000 Canadians and operates manufacturing plants in British Columbia, Ontario and Quebec. Beyond the obvious economic benefits of buying Canadian – like supporting local jobs, economies and communities, Kruger points out other meaningful benefits to choosing its made-in-Canada products:

- **The Heart of Business** – Kruger Products supports numerous organizations and charities through many philanthropic Corporate Social Responsibility initiatives including:
 - The annual **Cashmere Collection**, which has featured more than 180 top Canadian fashion designers and their vision of a future without breast cancer since 2004. It has benefited the Canadian Breast Cancer Foundation (CBCF), now known as the Canadian Cancer Society (CCS) for 15 years, and the Company is one of CCS's top 5 partners supporting the breast cancer cause
 - One of the longest-standing sponsorships of amateur athletics in Canada, Kruger Products has sponsored the **Scotties Tournament of Hearts** Canadian Women's Curling Championships since 1981, close to 40 years!
 - **Gutsy Walk**, Canada's largest community event committed to raising funds for **Crohn's & Colitis Canada**. Cashmere® and Purex® bathroom tissue joined the cause in 2014 to raise funds and awareness for Crohn's disease and ulcerative colitis
 - Kruger Products has helped send children with disabilities to **Easter Seals Camps** across Canada through its sponsorship of **Friends of We Care** for more than a decade
- **In Manufacturing We Trust:** When a product is made in Canada, you can be assured it meets our country's stringent rules and regulations around labour, and health and safety standards. Several independent organizations say Kruger Products is one of the top companies to work for in Canada, including *Forbes* which ranked the Company #2 in its listing of Canada's Best 12 Employers in 2018
- **Do it for Mother Nature:** Buying Canadian helps reduce the transportation carbon footprint which is good for the environment. And Kruger Products takes Environmental Stewardship seriously, addressing a number of environmental issues ranging from developing 100% recycled products to being the first Canadian tissue manufacturer to receive Forest Stewardship Council® certification from Rainforest Alliance, and reducing greenhouse gas emissions at all its plants. Kruger Products is a proud recipient of the CN ecoConnexions Partnership Award for Sustainability and is listed in *Corporate Knights'* 2018 Best 50 Corporate Citizens in Canada

“Buying Canadian is a choice,” says Ms. Marcus. “Given the current political and economic climate, it only makes sense to support Canadian businesses committed to investing in our next generation by creating jobs and bettering the lives of Canadians through social good initiatives.”

About Kruger Products

KPLP is Canada’s leading manufacturer of quality tissue products for household, industrial and commercial use. KPLP serves the Canadian consumer market with such well-known brands as Cashmere®, Purex®, SpongeTowels® and Scotties®. KPLP has approximately 2,500 employees and has been named a Greater Toronto Area Top Employer for the previous six years and was named one of Canada’s Best Managed Companies in 2018. The Company operates eight FSC® COC-certified (FSC® C-104904) production facilities in North America. For more information visit www.krugerproducts.ca.

About the Study

These are some of the findings of an Ipsos poll conducted between July 24 and 31, 2018, on behalf of Kruger Products. For this survey, a sample of 1,001 Canadians aged 18+ was interviewed online via the Ipsos I-Say panel and non-panel sources. Quota sampling and weighting were employed to balance demographics to ensure that the sample's composition reflects that of the adult population according to Census data and to provide results intended to approximate the sample universe. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll is accurate to within ± 3.5 percentage points, 19 times out of 20, had all Canadian adults been polled. The credibility interval will be wider among subsets of the population. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

- 30 -

For further information, please contact:
Shane McKenna, Strategic Objectives,
Tel: (416) 366-7735, Ext. 224
Email: shane.mckenna@strategicobjectives.com