

LOST IN TRANSLATION: THE BUY CANADIAN MOVEMENT



Canadians went to the polls and elected a new prime minister in 2025. Disruption was the theme.

The media coverage was polarizing and different from anything seen during an election cycle.

- Canadians, known for being private about politics, were overwhelmingly vocal about their views.
- Media leaned into the rhetoric, closely covering stories about scandals, missteps and publishing targeted attacks.

Understandably, distractions on trade shifted the conversation away from the real issues.

Confronted by so much uncertainty, Canadians have been reinvigorated with a sense of national pride, sorely missed over the past 10 years.

- Many rallied behind the "Buy Canadian" movement and questioned the source of their goods.

However – Foreign Investment has played a critical role in Canada's success scaling up industry and jobs.

Despite foreign ownership, Canadians have come to call many international brands "their own" based on years of investment in their community.

- 1.7 million Canadians were employed by U.S. companies alone in 2023.

Since 2008, Uline has set roots in Canada and has heavily invested in our customers, employees and community.

- Over 700 Canadians work across our four locations in Vancouver, Ottawa, Edmonton and Toronto.
- Our footprint in Canada occupies more than 1.8 million sq. ft. to inventory quality products and guarantee quick delivery.
- We have deep relationships with Canadian manufacturers like Malpack Stretch, Kruger Products and Global Furniture Group, in addition to our freight partners and service vendors.

When it boils down to providing Canadians with the best products and service, we hope to continue to earn your trust and execute at the high level you've come to expect of the Uline brand.

Karam Lal

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CANADA
BRANCH MANAGER



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