

Moose Knuckles sets the record straight about allegations related to brand and product claims

MONTREAL, April 27, 2016—Moose Knuckles vigorously rejects the allegations made today by the Competition Bureau regarding the Canadian content of its products and the company's operations in Canada. Moose Knuckles' core products are made in Canada and always have been.

Moose Knuckles has from its very beginnings invested in Canadian manufacturing. The company currently manufactures in Canada, with over 400 Canadians employed in three Canadian garment factories as well as in the design, quality maintenance, production, and distribution of its core coat collection, including producing premium materials with its Canadian partners in Montreal, Toronto, Winnipeg and elsewhere in Canada. As a result of its Canadian manufacturing process, Moose Knuckles injects millions of dollars annually into the Canadian economy, while preserving a long tradition of Canadian manufacturing and craftsmanship.

Like virtually every other garment made in Canada, textiles and components from abroad are used in the Canadian manufacture of Moose Knuckles parkas. The artisanal process of manufacturing core Moose Knuckles parkas requires an average of over 50 technical production operations in Canada, beginning in early winter and continuing through the late fall of every year. Indeed, Moose Knuckles' and its Canadian factories employ over 100 skilled Canadian craftspeople, most of whom have decades of experience in Canada as sewing machine operators, cutters, quality supervisors and inspectors, and production managers.

Moose Knuckles has received the support of Workers United Canada Union which represents most of the Canadian factory workers who work on Moose Knuckles garments in Canada every working day over the course of approximately 10 months. In its letter to Navdeep Bains, Minister of Innovation, Science and Economic Development, Workers United Canada Union states that : "The Competition Bureau has singled out Moose Knuckles for a test case for its "Made in Canada" guidelines and we are very concerned by the Bureau's approach to "Made in Canada" apparel. This approach jeopardizes Canadian jobs as the guidelines are unrealistic and also potentially misleading when applied to the Canadian apparel industry." This Canadian workers union goes on by saying : "If the Competition Bureau is successful with its "Made in Canada" definition, the result will be job losses, layoffs of skilled production workers, employees and production going to other countries." The union finally concludes that the "Canadian content added by those Canadian factories substantially transforms an unusable, unwearable and unsaleable item into a useable, wearable and saleable **Canadian Made** garment" and that "these garments clearly meet the criteria of article 3.2.2. enforcement guidelines for products labeled Made in Canada".

Moose Knuckles finds it most unfortunate that government officers are using costly litigation against a small and proud Canadian company, to test their vague guidelines. Indeed, Moose Knuckles on several occasions proactively contacted the Competition Bureau for clarification on their guidelines to ensure their compliance.

Moose Knuckles' core product is Made in Canada. Moose Knuckles meets all requirements to proudly and legally bring its Made in Canada products to the world, and looks forward to the opportunity of proving its case before the Competition Tribunal.

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