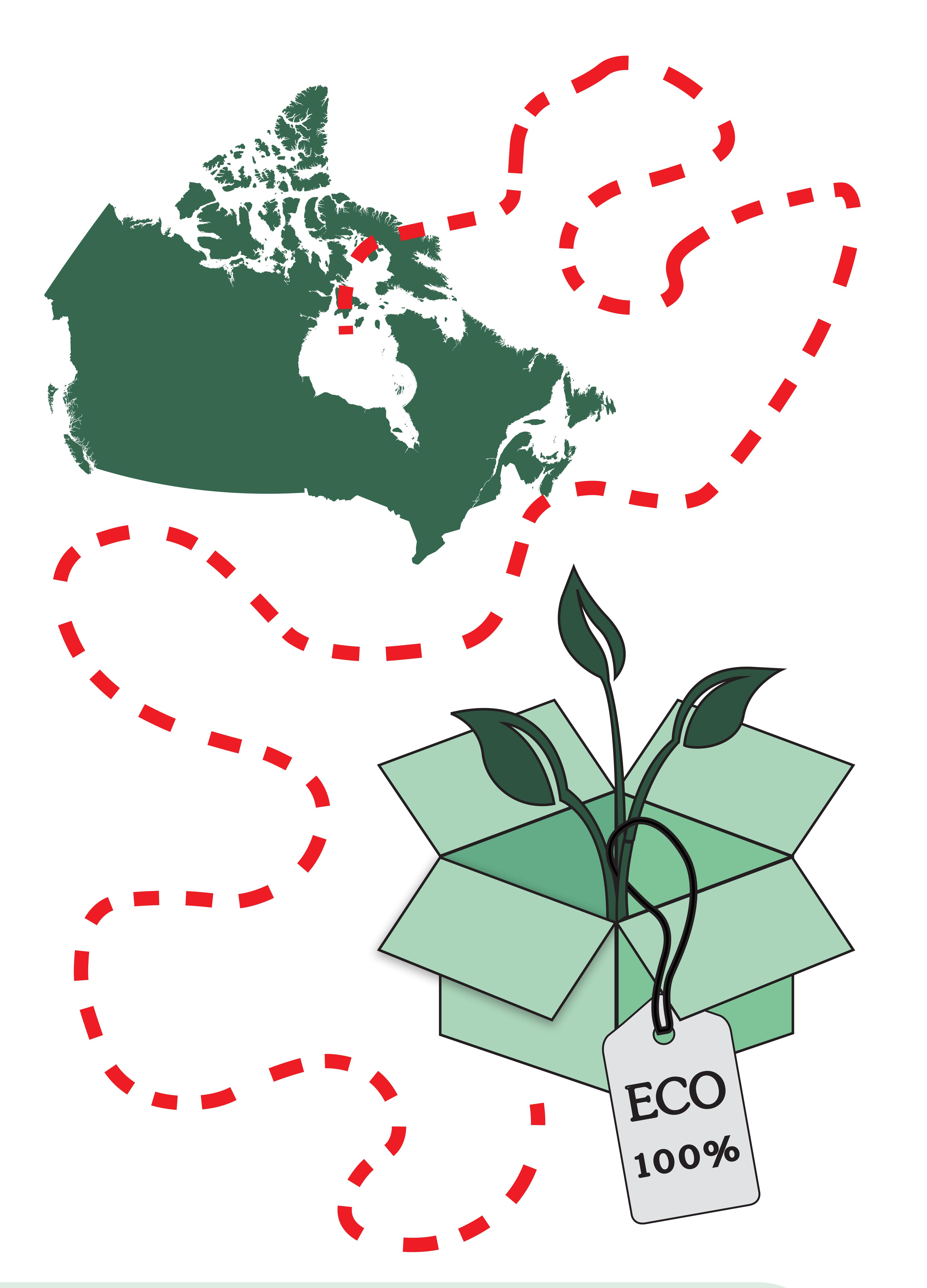
## THE STATE OF THE CANADIAN PROMO INDUSTRY

## SUSTAINABILITY TRENDS



Almost half of distributors reported that client demand for environmentally friendly products increased in 2023, and four in 10 said the same for domestically made items. And while Canadian distributorships are more likely than their American counterparts to be certified B Corps, few on either side of the border plan to pursue the designation.



of Canadian

of U.S.



of distributors reported increased demand for **environmentally** friendly products

between 2022 and 2023.

distributors are certified B Corps.

distributors are certified B Corps.

