



**PPPC**

Promotional Product  
Professionals of Canada  
Professionnels en produits  
promotionnels du Canada

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The Promotional Product Professionals of Canada (PPPC) is the largest Not for Profit Trade Association representing the promotional products industry in Canada.

Founded in 1956 this Association promotes and supports the traditional channels of distribution that the promotional products industry is accustomed to; Supplier > Distributor > End User.

Two main business categories make up the promotional products industry:

Suppliers make up the production end of the industry. They are firms that manufacture, import, convert, imprint, or otherwise process the items offered for sale through the promotional products distributor.

Distributors develop ideas for the use of promotional products as an advertising medium, buy such items from suppliers and offer a variety of value-added services to the promotion buyer/client, including unique product ideas, creative distribution solutions and insight on the different imprinting methods, just to name a few.

By working with a distributor, promotion buyers can save time and energy in their search for the right products at the right price. The distributor's expertise allows him/her to easily find and bring products to the client, thus providing a "one-stop shopping" service.

This type of service also builds long-term relationships between the distributor and the client. Through knowledge and experience, the distributor is better able to ascertain the needs of the promotion buyer in order to obtain the desired results.

Understanding that the world has changed since the inception of the Association, the one thing that is still relevant to becoming a member and is the basic principle of all participants in the promotional products industry is that companies who consider themselves distributors or the broader definition of re-seller, should be selling to end user clients at arm's length. In other words, re-sellers should be selling to clients who are independent and who not part of their own organization.

The Legitimate distributor company whose only form of income is selling promotional products having to compete against an arm's length organization such as a government body or another Association as the end user raises the concern of unfair competition in the marketplace.

As more promotional products are purchased and distributed at a discount or for free to its associates these end users realize a surplus of revenue that must be redistributed to maintain a not-for-profit status. This creates a scenario where no other legitimate distributor companies can compete, meet or beat the selling price. This practice of selling to one's own organization undermines good business ethics and other common core values as described in the PPPC Credo.

This practice of selling to one's own organization also violates the basic principles of the industry and although PPPC does not regulate business practices in this industry, companies who apply for membership to PPPC are refused based on these criteria alone.

PPPC has a series of Values and a Code of Ethics that we expect all industry participants to respect regardless of whether or not they are members of our Association. I would like to share these Values and Code of Ethics with you.



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### **PPPC Values**

- We shall conduct our business affairs with uncompromising integrity.
- We shall strengthen business relationships between suppliers, distributors, and clients by providing products and services of the greatest value through creativity, innovation, and quality.
- We shall be the voice and the spirit of the promotional products industry in Canada and we shall lead the industry to greater heights through continuous improvement.

### **PPPC Code of Ethics**

- 1.1 Conduct business at all times in ways that maintain high ethical standards.
- 1.2 Demonstrate a commitment to honesty, integrity, truth, fair competition, customer service and good taste in both business practices and promotional activity.
- 1.3 Obey the letter and spirit of the law.
- 1.4 Strive to be good corporate citizens in terms of philanthropy, respect for the environment, job creation, product health and safety, and support for society's well-being.
- 1.5 Reject any business practice that is misleading, illegal, unprofessional or otherwise in violation of this Credo.
- 1.6 Avoid any action that violates or diminishes the legal and civil rights of customers, employees, or others with whom they may have a business relationship.
- 1.7 Notify the Association when they encounter behaviour that is or appears to be inconsistent with these standards; and
- 1.8 Do nothing to bring the reputation of the industry into disrepute.

I believe that these fundamentals are common and basic to ensuring that the industry maintains the respect it deserves. Those who profit from using tactics that may be considered unethical bring negativity and distrust to the entire industry.

I challenge all businesses to step up and raise the bar for the promotional products industry by respecting the traditional distribution model along with accepting the values and ethical business practices that have been the foundation of this industry and the Association since its inception.

Sincerely,

Ed Ahad  
President & CEO  
PPPC – Promotional Product Professionals of Canada Inc.