PPPC UNBOXES ITS NEW BRAND & NEXT CHAPTER:
INTRODUCING MERCH CANADA | PROMO CANADA

New identity puts a fresh spark behind Canada's national branded merchandise association — shaped by member voices and grounded in 70 years of industry connection

TORONTO, ON — September 16, 2026 – Promotional Product Professionals of Canada (PPPC) today unveiled its new bilingual brand identity, **Merch Canada | Promo Canada** at its national convention (NATCON) in Toronto. This announcement marks the association's next chapter and a renewed commitment to elevate branded merchandise and the member companies behind it.

The new name, logo, visual identity, and brand strategy reflect an association that has evolved well beyond products alone. PPPC members are brand strategists, helping brands create connections, tell stories, and deliver memorable experiences with impact. The association wanted its identity to better represent that value.

While the look and name are new, the foundation is not. Merch Canada | Promo Canada builds on PPPC's 70-year history while positioning the national association and industry for what comes next. And its members had a significant hand in shaping it.

"Our goal was never simply to change the name or logo," said Paul Wieleba, Rebranding Task Force Chair and PPPC Past Chair, Merch Canada | Promo Canada. "We wanted to understand what our members needed from their national association and how we could better represent the industry they've helped build. Our long-standing history gave us a strong foundation, and member voices helped shape where we go next."

The journey to Merch Canada | Promo Canada began in fall 2025, when PPPC's Rebranding Task Force launched a comprehensive review of the association's brand and future positioning. Following a competitive RFP process, 7 Communications, a Toronto-based marketing agency was selected as the agency of record (AOR) to help lead the transformation.

Working alongside the PPPC Board and the member-based Rebranding Task Force, the agency spearheaded the initiative from early discovery through to today's reveal – challenging assumptions, exploring where the industry is headed and ensuring member voices remained at the centre of the process.

Together, they clocked more than 200 hours of discovery, interviews, workshops, conversations, and research, amplifying the perspectives of members while also engaging partners and industry friends. Throughout the process PPPC dug deep to look beyond a visual refresh and ask a bigger question: "*Does the way we present ourselves truly reflect the industry we've become?"*

The answer led to a defining insight: the work had evolved. The words had not.

A clearer name. A bigger story. Merch Canada | Promo Canada uses language already familiar to clients and the broader marketplace while reflecting a category that reaches far beyond any one product. Promo Canada gives the association an equally distinct identity for its francophone community, which is an integral part of its national presence, not just a translation.

"Merch Canada | Promo Canada gives us a compelling, more contemporary platform to champion our members and the strategic value of branded merchandise," said Jonathan N. Strauss, President & CEO, Merch Canada | Promo Canada. "Our role is to connect this industry, strengthen its credibility and equip our members to grow, adapt, and lead. The new brand puts that vision front and center."

The new brandmark captures that ambition visually. An open box represents the tangible world of merchandise, while its intersecting pieces represent the community coming together. At the centre is a spark. Symbolizing the creativity, strategy and idea that transforms an object into something meaningful and memorable.

It's also a fitting symbol for an association looking to spark stronger connections, greater credibility, and new opportunities for its national membership.

"This brand was shaped by our members, *not* created for them," said Jennifer Tarnopolski, PPPC Chair, Merch Canada | Promo Canada and a Rebranding Task Force member. "It reflects the creativity, energy, and strategic thinking we see across this industry every day. Now the opportunity is ours to bring it to life together."

The new identity will roll out across the association's communications, events, digital channels, and member resources in the months ahead.

About Merch Canada | Promo Canada

Merch Canada | Promo Canada, formerly PPPC, is the national association for Canada's branded merchandise industry. It champions branded merchandise, establishes industry credibility, and builds the peer networks and strategic resources that give member companies a competitive advantage. For more information visit: merchcanada.ca