

FOR IMMEDIATE RELEASE

Ethica Posts 22% Growth in its Q1

Attraction's Canadian-Made Brand Reflects the Rising Strategic Value of Made in Canada

LAC-DROLET, Quebec, March 2026 — Attraction announces a 22% sales increase for its Ethica brand in its first quarter of 2026.

A climate that favours local

In a global environment shaped by supply chain disruptions and geopolitical tensions, local manufacturing has become a strategic imperative. Growing Canadian pride and a genuine commitment to buying local are reshaping what clients expect. For distributors, local manufacturing is no longer simply an option; it's a real growth driver for those looking to secure their supply chains and stand out in the market.

Ethica is built for exactly this moment. Designed, manufactured and decorated in Canada, the brand offers a short, stable supply chain and fast turnaround times.

An integrated solution that simplifies distributors' work

Beyond responsible local manufacturing, Ethica offers a business model designed for distributors: an in-house graphic design team that creates distinctive concepts specifically tailored to apparel, integrated decoration capabilities, and personalized support from start to finish.

"Our all-under-one-roof model takes real complexity off our distributors' plates and shortens their timelines. It's this turnkey offering, rooted in Canadian craftsmanship, that explains the growth we're seeing today."

— Bruno Renaud, Vice President, Promotional Sales, Attraction

A market in motion

The benefits for distributors are tangible: faster delivery, greater supply reliability, and an authentic answer to their clients' growing demand for genuinely Canadian products.

Building on this growth, Attraction is ready to welcome new distributor partners and take on additional order volumes immediately.

About Attraction

Founded in 1980 and headquartered in Lac-Drolet, Quebec, Attraction is a Canadian-owned, vertically integrated manufacturer specializing in the production and customization of casual apparel. The company produces the Ethica, Initial and Jameo brands and offers a full range of textile decoration services. www.attraction.ca

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