

For Immediate Release

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WEDC LAUNCHES “MADE IN WISCONSIN” PROGRAM

Where it's made matters

MADISON, WI. Feb. 25, 2016—Companies operating in Wisconsin now have a new tool—an official “Made In Wisconsin” logo—to help market the origin and quality of their products, thanks to a new program from the Wisconsin Economic Development Corporation (WEDC).

“When we say a product is made in Wisconsin, that’s saying more than just where it was produced,” said Kelly Lietz, WEDC’s vice president of marketing, speaking at the Manufacturing Matters! Conference in Milwaukee. “It speaks to the attributes of the product itself. It’s a reflection of the quality of our natural resources and the honesty, hard work and innovative minds of our people.”

WEDC introduced the In Wisconsin® brand in 2012 to provide a platform for marketing business opportunities and successes in the state. “We’ve always recognized the potential for the brand to reach a much wider audience through the cooperative efforts of Wisconsin businesses,” said Lietz.

Lietz points out that WEDC is approached regularly by companies interested in displaying a “Made In Wisconsin” logo on their products. WEDC worked with a small number of Wisconsin companies that approached the agency with this request to develop a pilot program that included the necessary application process steps and logo options.

Alan Petelinsek, owner of Sussex-based Power Test and a pilot program participant, said, “The Made In Wisconsin label shows the pride that has gone into our products. Letting people know that they are produced in Wisconsin helps us share that our work is done with a level of craftsmanship that is widely known and appreciated.”

The Made In Wisconsin logo can be adapted to reflect applicants’ production processes. Options include:

- Made In Wisconsin
- Manufactured In Wisconsin
- Produced In Wisconsin
- Built In Wisconsin
- Grown In Wisconsin
- Invented In Wisconsin
- Designed In Wisconsin
- Engineered In Wisconsin
- Brewed In Wisconsin



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There is no cost to use the logo. Companies that wish to participate fill out a simple application stating how they will use the logo and certifying that the product or service on which they seek to use the mark fulfills program requirements. Once an application is approved, the company can download high-resolution image files for the specified use.

The Made In Wisconsin Program complements the Wisconsin Department of Trade, Agriculture and Consumer Protection's [Something Special From Wisconsin](#)™ Program, offering companies two ways to show their state pride.

For more information, visit Made.InWisconsin.com.

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About the Wisconsin Economic Development Corporation

The Wisconsin Economic Development Corporation (WEDC) leads economic development efforts for the state by advancing Wisconsin's business climate. Together with more than 600 regional and local business development partners, it represents a highly responsive and coordinated network. Visit www.inwisconsin.com or follow WEDC on Twitter [@ InWisconsin](#) to learn more.