



cwbgroup

ALL OF OUR BUSINESS UNITS UNITED UNDER ONE BRAND

STRONGER

SMARTER

**CUSTOMER
FOCUSED**

OUR HISTORY PREPARES US FOR OUR FUTURE

For 70 years, the CWB Group has been the voice of the Canadian welding industry – an industry that fuses our country.

Today, we are not only celebrating the successes of the past 70 years, but we are also recognizing the dedication and commitment that has gone into making the CWB what it is today.

With an eye on the future, and the aim to better serve our clients, we are transitioning all of our business units to unite them under one brand, the trusted CWB brand. This will help the industry more easily identify our complete offerings, and will better allow clients to learn about all of the services the CWB has to offer.



WHO WE ARE AND HOW WE IMPACT THE INDUSTRY

OUR MISSION:

Serve the Canadian public and welding sector by providing innovative and globally relevant certification, knowledge, and technical expertise.

WE WILL:

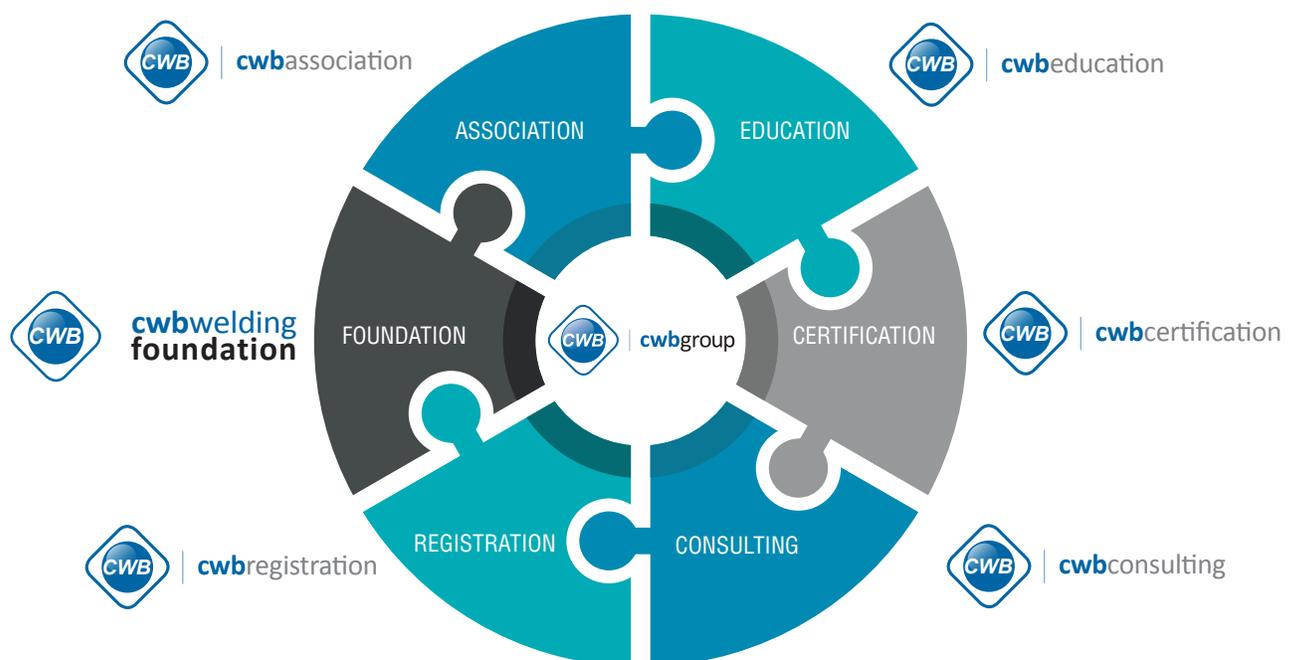
- › Protect the Canadian public by providing globally relevant knowledge and expertise.
- › Provide services anywhere with a primary focus to benefit our Canadian stakeholders.
- › Serve the Canadian public, thinking and operating globally where necessary.
- › We will employ innovation to drive efficiency and effectiveness.
- › Focus on internal and external innovation.
- › Focus on growth in resources and capabilities and on long-term sustainability of the welding sector.

OUR VISION:

To enhance public safety by being the trusted global leader of welding knowledge, driving a strong and diverse sector in Canada.

We believe we can achieve this vision by continuing to focus on enhancing public safety and by renewing our commitment to understanding the true needs of the welding sector. By fostering a strong and diverse sector, we know that CWB will evolve naturally, and will remain integral to the welding industry in Canada in the future.

OUR VALUES: INTEGRITY | COMMITMENT | CLIENT FOCUS | INNOVATION | HEALTH AND SAFETY





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GIVING BACK

THE CWB WELDING FOUNDATION: BUILDING THE FUTURE

The CWB Welding Foundation is a National registered charity that supports the Canadian welding industry by addressing the welding skilled trade shortage in Canada and increasing awareness of public safety to the next generation of welding professionals. Through initiatives including awareness programs, equipment & research funding, student awards programs, and industry & stakeholder partnerships, we continue to reduce barriers that affect key groups such as elementary, secondary, and post-secondary students, welding educators and other under-represented population segments. We envision a future where all individuals are encouraged and provided the support needed to reach their true potential through a career in welding regardless of identity factors, social and financial status, and lived experiences including gender, age, ethnicity, language, literacy, culture, income, and geographical location.

In addition to the support of our industry partners, a significant portion of the proceeds from our optional service lines (CWB Registration, CWB Education, and CWB Consulting) are donated directly to the CWB Welding Foundation. So not only do our clients receive direct value when they take a training course or achieve ISO 9001 registration, they are also helping a young person build a future in welding. Our CWB Association members also give back through a portion of their membership fees.

By giving back, we can build a robust Canadian industry with a strong and sustainable future. A healthy industry benefits us all by providing the right environment for continued business growth, rewarding employment opportunities, and a highly skilled workforce - all while ensuring the highest standards of quality and a commitment to protecting the safety of Canadians.

HOW THIS WILL AFFECT YOU

The CWB Group is making this branding change to ensure that the various products & services we offer to our clients are easily identifiable. We are committed to a continued focus on providing a level of service that meets your needs and that you have come to trust – all under one brand. Whether you are an active member of the association, a certified company, or an ISO 9001 registered client, the CWB Group is your go-to total solution!

