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CANADIAN
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CTIA

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Mobilization of Reserve Forces: Canadian Manufacturers of Textiles, Apparel, and Footwear Ready to Take on the Challenge



DND is exploring options to increase its reserve forces, including the potential development of a mobilization reserve force. This direction could represent a significant opportunity for the Canadian textile, apparel, and footwear industry to showcase its capacity for durable, innovative, and Made-in-Canada solutions to equip such a force.

This initiative may involve the procurement of uniforms for approximately 300,000 reservists, highlighting the importance of equipping Canada's reserve forces with high-

quality, durable apparel. This represents a remarkable opportunity for the Canadian textile, apparel, and footwear industry, which is ready to meet the challenge and deliver uniforms and footwear proudly made in Canada.

« this initiative could represent a multi-million-dollar opportunity. »



The procurement might include a wide range of uniform components, from everyday duty wear to specialized operational gear, all meeting the rigorous standards of the Canadian Armed Forces. Durability, comfort, and adaptability across diverse conditions will be critical to ensuring reservists are well-prepared and properly equipped.

For domestic manufacturers, this initiative could represent a multi-million-dollar opportunity while supporting Canada's broader goal of strengthening local supply chains and promoting homegrown production. Success in this project will require strict adherence to specifications, certifications, and compliance standards, as well as proven capacity for large-scale, high-quality production.



Beyond immediate needs, this procurement has the potential to drive innovation in Canadian textiles, apparel, and footwear, from sustainable fabrics to modular uniform designs suitable for diverse operational environments. The Canadian Textile Industry Association (CTIA) welcomes this development, emphasizing that the industry is fully prepared to rise to this challenge. By supplying Made-in-Canada uniforms and footwear, manufacturers support both national security and long-term domestic growth.

With 300,000 reservists to outfit, Canadian manufacturers have a clear incentive to demonstrate reliability, innovation, and excellence. This initiative is not only an opportunity to serve those who serve Canada but also a chance to showcase the strength and capability of the Canadian textile, apparel, and footwear industry on a national scale.

Supporting Buy Made-in-Canada products with Canadian content is crucial to securing the long-term future of the industry.

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