

U N I O N   L A B E L



**BUY UNION**

★ *BUY AMERICAN* ★

*by UAW Education Department*



**BACARDI**



International Union, United Automobile, Aerospace and Agricultural Implement Workers of America



**The International Union, UAW, for the last 80 years, has joined other International Unions that are committed to improving the lives of working men and women.**

**The objective of this course is to highlight effective ways Union Label committees can support the American Worker and the labor movement by informing and educating all our members, families, friends, and co-workers about the products we buy as consumers.**



### Why a Local Union Label Committee?

- In accordance with the UAW Constitution **Article 44**, it is mandated that each local union of the UAW have a Union Label Committee.
- **Article 54, Section 8** of the UAW Constitution states: “All Local Unions shall have an appointed or elected Union Label Committee that must function.”



*Why a Local Union Label Committee?*

**State and federal lawmakers try to impose increasingly restrictive labor laws that gnaw at the foundations of unionism. One of the best ways to counteract efforts to destroy organized labor is to buy union-made products and spend our union earnings for union services.**



**The Union Label committee helps emphasize the importance of supporting those goods and services produced by union members under Union-Won working conditions.**

**As a member of the Union Label Committee, your job is to make it as easy as possible for our members to find American-made Union products and services by providing the information they need to make intelligent and patriotic choices when making purchases or looking for services they may need.**



**As citizens, we have a voice that should be used to encourage our elected officials to sponsor or co-sponsor legislation demanding that our hard-earned tax dollars be spent on quality union-made products.**

**We must remind everyone that union members strengthened the United States, and we built the middle class.**



Do you ever think about  
buying union-made  
products? Such as ...



## Union Made Products

### ***Apparel***

Jeans, jackets, shirts, skirts, shoes, hats.

### ***Cars and Trucks***

### ***House Wares***

Electric cords (plugs, sockets, fuses), curtain rods, fish tanks, outdoor grilles, wicker furniture, pots, pans, pillows, utensils

### ***Publications***

### ***Magazines and Books***

### ***Appliances***

Air conditioners, air compressors, bakeware, cookware, clocks, refrigerators, freezer, washers, dryers, water heaters

### ***Cosmetics***

### ***Lawn Care***

Hole diggers, snow shovels, rakes, mowers

### ***Sporting Goods***

### ***Auto Batteries***

Marine, household, vehicle

### ***Factory-Built Homes***

Modular/panel homes

### ***Medical Items***

Eye glasses, contacts lenses

### ***Tools***

Generators, welding wires and welding rods, bolts, nuts, screws, wrenches, scissors, shears, razor blades, scrapers, and cutters

### ***Auto/Truck Parts***

Spark plugs, starters, tail pipes, air filters, oil filters, brakes, wheels, cleaning products

### ***Farm Equipment***

Tractors

### ***Musical Instruments***

### ***Toys***

Playhouses, sandboxes, games, puzzles

### ***Beer/Alcoholic Beverages***

Bourbon, brandy, gin, rum schnapps, tequila, scotch, vodka, whiskey

### ***Home Repair***

### ***Plumbing Fixtures and Faucets***



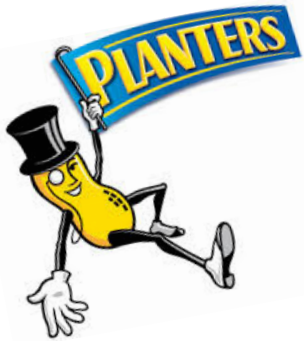
# Buying American-Made vs Buying American



**Buy Union – Buy American**  
Supporting the American Worker



## Products & Services



**BACARDI**





Looking for the Union Label  
**“Buy Union – Buy American”**  
demonstrates our willingness to support  
fairness and dignity on the job.

We should all be consumer patriots and  
**“Buy Union – Buy American”**



## *Consumer Patriotism*

### *What is it?*

It's how we spend our money

When we look for that ***“Made in the USA”*** label or our Union’s ***“Certification Mark”*** on goods and services, we make a statement about our values.



*Buying  
American-  
Made*

*What is it?*

Purchasing a product made, built, or assembled, to a certain degree, in America. These companies' headquarters tend to be housed outside of the United States, and typically they pay little to no taxes to the U.S. Treasury



***Buying  
American***

***What is it?***

Means we are buying an American-made product from an American-owned company which is headquartered in the United States. These companies create other American jobs not only by using a higher amount of domestic parts in their products but they also support other American jobs



VS.





## The familiar “wheel” logo is the UAW’s regular trademark.



- A local union must have permission from their Regional Director to put the UAW “wheel” logo or block-lettered “UAW” on T-shirts, hats, jackets, or other items promoting joint efforts.
- Your charter as a local includes a license to use this mark for “official” UAW purposes like bargaining and administering joint programs.



## UAW Certification Mark

This is the mark that is used on products or their packaging to assure customers that this quality product is made by UAW members in a UAW-represented facility. The UAW Union Label is the official seal used for this purpose, and we should be proud to show it on all our products.







Some locals have their own “quality label” designed for their own specific worksite. The label includes the local union number and the name of the worksite.



# UAW Logo vs. Certification Mark



**Buy Union – Buy American**  
Supporting the American Worker



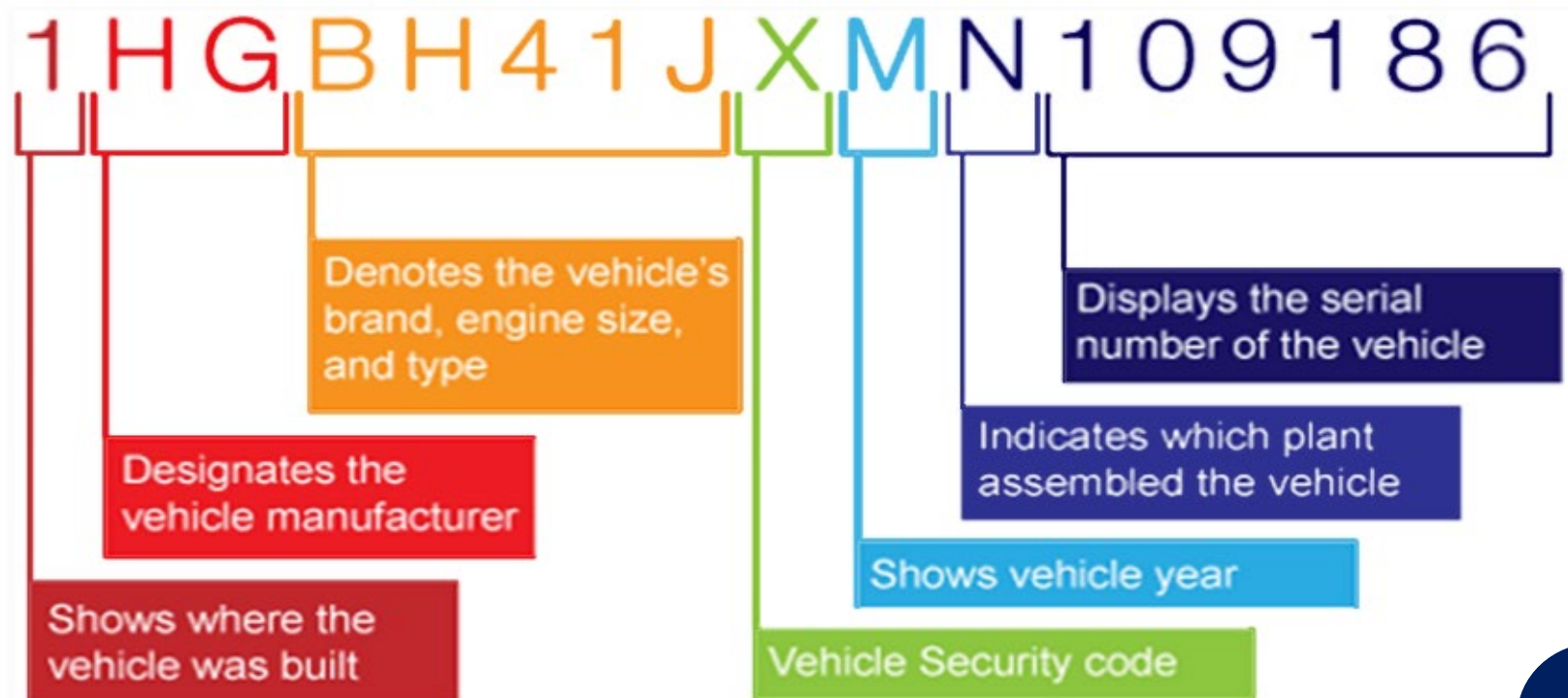
# LOOK FOR THE UNION LABEL

1. Actors' Equity Association (AEA)
2. Air Line Pilots Association (ALPA)
3. Amalgamated Transit Union (ATU)
4. American Federation of Government Employees (AFGE)
5. American Federation of Musicians of the United States and Canada (AFM)
6. American Federation of School Administrators (AFSA)
7. American Federation of State, County and Municipal Employees (AFSCME)
8. American Federation of Teachers (AFT)
9. American Postal Workers Union (APWU)
10. American Radio Association (ARA)
11. American Train Dispatchers Association (ATDA)
12. Associated Actors and Artists of America (4As)
  - 12a American Guild of Musical Artists (AGMA)
  - 12b American Guild of Variety Artists (AGVA)
  - 12c The Guild of Italian American Actors (GIAA)
13. Bakery, Confectionery, Tobacco Workers and Grain Millers International Union (BCTGM)
14. Brotherhood of Railroad Signalmen (BRS)
15. California School Employees Association (CSEA)
16. Communications Workers of America (CWA)
  - 16a Association of Flight Attendants (AFA-CWA)
  - 16b Industrial Union of Electronic Workers (IUE-CWA)
  - 16c National Association of Broadcast Employees and Technicians (NABET-CWA)
- 16d The Newspaper Guild (TNG CWA)
- 16e Printing, Publishing and Media Workers, CWA
17. Farm Labor Organizing Committee (FLOC)
18. Glass, Molders, Pottery, Plastics and Allied Workers International Union (GMP)
19. International Alliance of Theatrical Stage Employees, Moving Picture Technicians, Artists and Allied Crafts of the United States, Its Territories and Canada (IATSE)
20. International Association of Bridge, Structural, Ornamental and Reinforcing Iron Workers (Ironworkers)
21. International Association of Fire Fighters (IAFF)
22. International Association of Heat and Frost Insulators and Allied Workers (AWIU)
23. International Association of Machinists and Aerospace Workers (IAM) Transportation Communications International Union/IAM (TCU/IAM)
24. International Brotherhood of Boilermakers, Iron Ship Builders, Blacksmiths, Forgers and Helpers (IBB)
25. International Brotherhood of Electrical Workers (IBEW)
26. International Federation of Professional and Technical Engineers (IFPTE)
27. International Longshoremen's Association (ILA)
28. International Plate Printers, Die Stammers and Engravers Union of North America
29. International Union of Allied Novelty and Production Workers (Novelty and Production Workers)
30. International Union of Bricklayers and Allied Craftworkers (BAC)
31. International Union of Elevator Constructors (IUEC)
32. International Union of Operating Engineers (IUOE)
33. International Union of Painters and Allied Trades of the United States and Canada (IUPAT)
34. International Union of Police Associations (IUPA)
35. Laborers' International Union of North America (LIUNA)
  - 35a National Postal Mail Handlers Union (NPMHU)
36. Marine Engineers' Beneficial Association (MEBA)/Professional Aviation Safety Specialists (PASS)
37. NFL Players Association (NFLPA)
38. National Air Traffic Controllers Association (NATCA)
39. National Association of Letter Carriers (NALC)
40. National Nurses United (NNU)
41. National Taxi Workers Alliance (NTWA)
42. Office and Professional Employees International Union (OPEIU)
43. Operative Plasterers' and Cement Masons' International Association of the United States and Canada (OPCMIA)
44. Screen Actors Guild-American Federation of Television and Radio Artists (SAG-AFTRA)
45. Seafarers International Union of North America (SIU)
46. International Association of Sheet Metal, Air, Rail and Transportation Workers (SMART)
47. Transport Workers Union of America (TWU)
48. UNITE HERE
49. United Association of Journeymen and Apprentices of the Plumbing and Pipe Fitting Industry of the United States and Canada (UA)
50. United Automobile, Aerospace & Agricultural Implement Workers of America International Union (UAW)
51. United Food and Commercial Workers International Union (UFCW)
52. United Mine Workers of America (UMWIA)
53. United Steel, Paper and Forestry, Rubber, Manufacturing, Energy Allied Industrial & Service Workers International Union (USW)
54. United Union of Roofers, Waterproofers and Allied Workers (Roofers and Waterproofers)
55. Utility Workers Union of America (UWUJA)
56. Writers Guild of America, East Inc. (WGAE)

Support good jobs. Look for the union label when you purchase goods and services. The 56 AFL-CIO unions listed here represent 12.5 million working people.



**Reading the Vehicle Identification Number (VIN) helps to identify where the vehicle is manufactured. Here is an example of how to read the VIN:**





## *Websites*

- [www.uaw.org](http://www.uaw.org)
- [www.unionlabel.org](http://www.unionlabel.org)
- [www.aflcio.org](http://www.aflcio.org)
- [www.labor411.org](http://www.labor411.org)



## *Video*



<http://abcnews.go.com/WNT/video/made-usa-farm-28764638>



## Summary

**Your Union Label Committee must be energetic, motivated, and able to analyze, plan, implement, recruit volunteers, and evaluate the issues and projects to undertake. Publication No. 461, *Union Label Committee In Action*, along with Publication No. 505, *Standing Committees Activist Handbook*, and Publication 516, *Member to Member Handbook*, offers methods and techniques to help build and develop your committee.**



## Summary

**It is very important to keep in mind that the only true way to be assured the items that you are purchasing are American-made, Union-made products is to read the label on the item before you purchase it.**



## **Support the American Worker Take the Union Label Pledge Buy Union – Buy American**

**For more information or training  
See your Local Union Representative**





**Buy Union – Buy American**

Supporting the American Worker

