



Kinnaird Bagpipes & Reeds

Finalist for the Saskatchewan Trade & Export Partnership Award for Exports



**KINNAIRD
BAGPIPES
& REEDS**

Kinnaird Bagpipes offers a full range of pipe band products and highland dress. The company started in 2001 with the development of unique, innovative piping products designed by Rob Kinnaird. In 2006 Kinnaird Bagpipes opened a store-front called Clans on Broadway. The product line in-store focuses on gifts, food, clothing and jewelry.

With an expanded retail line of gift and jewellery items profitability has increased. Kinnaird Bagpipes launched an Ebay store in 2008 and expanded their online presence to the largest shopping market. All positions within Kinnaird Bagpipes have some relationship to exporting, and a significant function of in-store inventory is to expand online products and markets.

Online and event sales outside of Saskatchewan are expected to keep growing, and sales are increasing despite current economic times and the increasing dollar. Expansion plans are primarily online and have been very successful in a difficult time for export markets. 58% of the company's products are sold outside of Canada.

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The 26th annual ABEX Awards Dinner will be hosted by the Saskatchewan Chamber of Commerce on October 24, 2009. Visit www.saskchamber.com or call 306-352-2671 for more information.

