

'Made in California' gets 100 companies in a month

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A marketing campaign to highlight products made in California has exceeded its first-year goal in the first month, says [California Manufacturing Technology Consulting](#), a nonprofit in Torrance.

The CMTC initially planned the [Made in California](#) campaign to support 50 California manufacturers on a special section of its website in the first year. After 30 days, more than 100 companies have signed up to participate.

[A California manufacturer is one](#) whose product's final assembly, manufacturing or processing takes place in California and the manufacturing facility is located in the Golden State. The state's manufacturers [can sign up for free](#), get a company profile page to feature their products and services, share company news and display pictures and videos.

"In this economy, it is vitally important to recognize those manufacturers who continue to stay in California and support their efforts however we can," said CMTC President and CEO Jim Watson.

California has been tough on manufacturers for years. California has lost more than 600,000 manufacturing jobs since 2001, according to the California Manufacturers & Technology Association.

Still, this industry sector is important to California's economy.

"Manufacturing in the region plays an important economic role in the state's economy since Southern California has the largest concentration of manufacturers in the nation," CMTC's Watson said.

That last statement might surprise you because California has been losing factories as well as jobs. The number of new or expanded manufacturing facilities in the state increased 5.5% a year from 1977 to 2000, but only 1.9% since then, the California Manufacturers & Technology Association says.

That's why CMTC wants the public to know that a lot of different products are still made in the Golden State.

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