

# COLLECTING CANADIAN TIRE - PINS AND PINBACKS

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## INTRODUCTION

You will find that collecting Canadian Tire pins and pinbacks are both fascinating and very diverse. The terms for these items are described as follows; Pins or lapel pins are usually metal with a post pin in the back similar to a tack with a military or butterfly clasp. A pinback is often called a button but it is not to be confused with what you would use to close a shirt. Pinbacks are generally much larger than a lapel pin ranging in size up to three inches in diameter, are typically round or rectangular and have a safety pin type fastener on the back.



Pin with butterfly clasp



Pinback

## CTC TRIANGLE PINS

One of the most collected style of pin is the CTC triangle which varies in size, colour and design. They are found with or

without the Canadian Tire name and include both the green and blue ribbon versions of the typical Christmas logo.



## TRUCK / MAP PINS

Canadian Tire truck pins are wide ranging in size and colour including yellow and green trucks. There is also a map series

that lists a particular province and highlights it on the map. Shown below is the full map "Pacific to Atlantic" pin.



## EMPLOYEE YEARS OF SERVICE PINS

Canadian Tire has recognized employees for their years of dedicated service with these pins. Years of Service pins have

included sterling silver or gold and may also have embedded precious stones to mark the achievement.



## SPORTS PINS

Canadian Tire has issued pins to commemorate sporting events over the years including both the Summer and Win-

ter Games in Laval and numerous hockey tournaments and events.



**SOMETHING FOR EVERYONE**

There are many other categories of pins to collect and shown below are just a few including, employee achievement, e-learning, Auto Club, Canadian Tire anniversary, Jumpstart,

CTC division pins, and Foundation for Families. There are also CTCCC Club membership and anniversary pins. With such a wide variety, there is something for everyone's interest.



**PINBACKS**

Canadian Tire and individual stores having been issuing pinbacks for many years and the earliest known examples date

to almost 50 years old and are still being issued to this day with the most recent Canadian Tire "Bring It On" campaign.

**ANNIVERSARY PINBACKS**

Pinbacks have marked CTC anniversaries as well as individual store anniversaries. A unique pinback was issued in 1972 to commemorate Canadian Tires 50th year. It was lenticular or

having the ability to change or move as the image is viewed from different angles and is also one of the largest pinbacks to date.



3 photos above show the 50th Anniversary lenticular pinback changing

**EVENTS/ CHARITIES**

Canadian Tire issued pinbacks for many events including skating and cycling to hockey tournaments just to name a few. There have also been numerous pinbacks promoting charity

events or thanking people for their support including Jumpstart, Child Protection Foundation and the Foundation for Families.



PROMOTIONS

Pinbacks have been used for all types of in-store promotions, sales and contests and are without a doubt the most wide ranging variety of pinback to collect with examples including

bridal registry, The “ask me about” series and tool and credit card promotions.



SOMETHING FOR EVERYONE

There are many other categories of pinbacks to collect and shown below are just a few including Christmas, individual store, film processing, Canada Day and even “I Love Canadian

Tire People”. New or old, pinbacks have a lasting appeal and a wide enough variety to suit any collector.



PIN RESOURCES

The *CTC Pin Catalogue* is a comprehensive guide including more than 350 full colour pictures with an inventory checklist and is a great way to help organize your collection.

Ordering information for this guide can be found on the Club website [www.ctccc.ca](http://www.ctccc.ca) or in the ad section of this newsletter.

PINBACK RESOURCES

The *2012 CTC Keychains and Pinbacks Collector's Guide* is in full colour format, packed with pictures and includes pricelists.

Ordering information for this guide can be found on the Club website [www.ctccc.ca](http://www.ctccc.ca) or in the ad section of this newsletter.

STORAGE

Pins and pinbacks should be stored in some form of device to protect them from scratching, staining or discolouring. Mounting your pin collection to a backer board makes an attractive display.

Be sure to avoid displaying your collection in direct sunlight to prevent fading of colours and ensure they are stored away from moisture.