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RWH/CL

P.L. 2019, CHAPTER 105, *approved May 10, 2019*
Senate, No. 2241 (*First Reprint*)

1 AN ACT requiring the Department of State to develop a “New
2 Jersey-Made” designation and supplementing chapter 16A of
3 Title 52 of the Revised Statutes.

4
5 **BE IT ENACTED** by the Senate and General Assembly of the State
6 of New Jersey:

7
8 1. a. The Department of State ¹, in coordination with the New
9 Jersey Manufacturing Extension Program, Inc.,¹ shall develop and
10 designate as an official State logo a “New Jersey-Made” or “NJ-
11 Made” logo to allow manufacturers and producers of New Jersey-
12 made products to promote their products that are made or produced
13 in New Jersey. The Department of State shall develop guidelines
14 for the use of the logo in any branding efforts by manufacturers and
15 producers, and shall make the logo available to manufacturers and
16 producers through an Internet website.

17 b. Any state agency, quasi-public agency, or public or private
18 entity may promote the Internet website and logo developed
19 pursuant to this section.

20 c. The Department of State shall promulgate and adopt rules
21 and regulations, pursuant to the "Administrative Procedure Act,"
22 P.L.1968, c.410 (C.52:14B-1 et seq.), to effectuate the purposes of
23 this act.

24
25 2. This act shall take effect on the 90th day next following
26 enactment, except that the Department of State may take any
27 anticipatory administrative action in advance as shall be necessary
28 for the implementation of this act.

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33 Requires Department of State to develop “New Jersey-Made”
34 designation.

EXPLANATION – Matter enclosed in bold-faced brackets **[thus]** in the above bill is not enacted and is intended to be omitted in the law.

Matter underlined thus is new matter.

Matter enclosed in superscript numerals has been adopted as follows:

¹Senate SCM committee amendments adopted January 17, 2019.

SENATE, No. 2241

STATE OF NEW JERSEY
218th LEGISLATURE

INTRODUCED MARCH 8, 2018

Sponsored by:
Senator VIN GOPAL
District 11 (Monmouth)

SYNOPSIS

Requires Department of State to develop “New Jersey-Made” designation.

CURRENT VERSION OF TEXT

As introduced.



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32 This bill requires the Department of State to develop and
33 designate as an official State logo a “New Jersey-Made” or “NJ-
34 Made” logo and make the logo available to manufacturers and
35 producers of New Jersey-made products. The department is
36 required to develop guidelines for the use of the logo, and is
37 required to make the logo available to manufacturers and producers
38 through an Internet website. The department is required to
39 promulgate and adopt rules to implement the act.

SENATE COMMERCE COMMITTEE

STATEMENT TO

SENATE, No. 2241

with committee amendments

STATE OF NEW JERSEY

DATED: JANUARY 17, 2019

The Senate Commerce Committee reports favorably and with committee amendments Senate Bill No. 2241.

This bill requires the Department of State, in coordination with the New Jersey Manufacturing Extension Program, Inc., to develop and designate as an official State logo a “New Jersey-Made” or “NJ-Made” logo and make the logo available to manufacturers and producers of New Jersey-made products. The department is required to develop guidelines for the use of the logo, and is required to make the logo available to manufacturers and producers through an Internet website. The department is required to promulgate and adopt rules to implement the act.

As amended and reported, this bill is identical to Assembly Bill No.3692(1R).

COMMITTEE AMENDMENTS:

The committee amended the bill to direct the Department of State to coordinate with the New Jersey Manufacturing Extension Program, Inc. (NJMEP) in the development and designation of the official State logo under the bill. The NJMEP is a not-for-profit company that works with New Jersey’s small to mid-sized manufacturers to help them become more efficient, profitable and globally competitive.

ASSEMBLY, No. 3692

STATE OF NEW JERSEY 218th LEGISLATURE

INTRODUCED MARCH 13, 2018

Sponsored by:

Assemblyman ERIC HOUGHTALING

District 11 (Monmouth)

Assemblywoman JOANN DOWNEY

District 11 (Monmouth)

Assemblyman CLINTON CALABRESE

District 36 (Bergen and Passaic)

Co-Sponsored by:

Assemblyman Karabinchak

SYNOPSIS

Requires Department of State to develop “New Jersey-Made” designation.

CURRENT VERSION OF TEXT

As introduced.



(Sponsorship Updated As Of: 12/4/2018)

1 AN ACT requiring the Department of State to develop a “New
2 Jersey-Made” designation and supplementing chapter 16A of
3 Title 52 of the Revised Statutes.

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ASSEMBLY COMMERCE AND ECONOMIC DEVELOPMENT
COMMITTEE

STATEMENT TO

ASSEMBLY, No. 3692

with committee amendments

STATE OF NEW JERSEY

DATED: DECEMBER 3, 2018

The Assembly Commerce and Economic Development Committee reports favorably and with committee amendments Assembly Bill No. 3692.

This bill would require the Department of State to develop and designate an official “New Jersey-Made” or “NJ-Made” logo and to make the logo available to manufacturers and producers of New Jersey-made products. The bill would require the department to develop guidelines for the use of the logo, and to make the logo available to manufacturers and producers through an Internet website.

COMMITTEE AMENDMENTS:

The committee amended the bill to direct the Department of State to coordinate with the New Jersey Manufacturing Extension Program, Inc. (NJMEP) in developing and designating the official State logo under the bill. The NJMEP is a not-for-profit company that works with New Jersey’s small to mid-sized manufacturers to help them become more efficient, profitable and globally competitive.



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Newark, N.J.

Governor Murphy Signs Legislation to Develop "New Jersey-Made" Designation

05/10/2019

TRENTON – Governor Phil Murphy today signed S2241 into law, requiring the Department of State to develop a “New Jersey-Made” designation.

“New Jersey produces everything from wine to cowboy hats, yet until now, there has never been an official state logo for our manufacturers to display,” **said Governor Phil Murphy**. “Thank you to Senator Gopal, Assemblyman Houghtaling, Assemblywoman Downey, and Assemblyman Calabrese for their advocacy on this issue. As a result of their work, we will develop a new logo that will be proudly affixed to many products that come from our home state.”

S2241 requires the Department of State, in coordination with the New Jersey Manufacturing Extension Program, Inc., to develop and designate as an official State logo a “New Jersey-Made” or “NJ-Made” logo which would be available to manufacturers and producers of New Jersey-made products. The Department is required to develop guidelines for the use of the logo, and is required to make the logo available to manufacturers and producers through a website. The Department is also required to promulgate and adopt rules to implement the act.

“Garden State residents know New Jersey is home to quality, locally-made products,” **said Secretary of State Tahesha Way**. “The New Jersey-Made designation will shine a light on the dedicated work of our artisans, craftspeople, manufacturers, and others who produce goods used and enjoyed every day.”

The legislation was sponsored by Senator Vin Gopal and Assemblymembers Eric Houghtaling, Joann Downey, and Clinton Calabrese.

“When you know that a product was made in New Jersey, you know to expect high quality,” **said Senator Gopal**. “That’s why any person in our state can tell you how important it is to support our local businesses. Helping our proud producers certify and advertise their products to the New Jerseyans looking to support them is a win for everyone.”

“A state brand showcases the variety of goods and products made right here in New Jersey,” **said Assemblyman Houghtaling**. “We can celebrate and raise awareness of New Jersey’s manufacturing sector by promoting state production anywhere the product is sold in the world. That’s just good business.”

“Many other states are similarly developing a brand for products made in their state,” **said Assemblywoman Downey**. “I think it’s a good idea and shows pride in our manufacturing industry, NJ-based companies and invests in their success.”

“The dollar value of New Jersey’s manufactured goods have increased almost 75 percent since 2000 and account for nearly 90 percent of New Jersey’s exports. These goods are shipped throughout the United States and all over the globe,” **said Assemblyman Calabrese.** “The NJ-Made logo could help to bolster investment in New Jersey’s already booming manufacturing sector, which supports almost a quarter-of-a-million jobs, and will justifiably serve as a source of pride to our manufacturers, their employees and our residents.”

“Made in New Jersey is not just A brand, but THE brand in the U.S.A.,” **said John Kennedy, CEO of the New Jersey Manufacturing Extension Program.** “From Alexander Hamilton’s ‘Manufacturing Message’ of 1791, the focus was ‘Jersey Made’, and as we all know, ‘Jersey Strong’. NJMEP is proud to work with our Business Action Center to give this designation its new look.”

[Back to Top](#)

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Governor Phil Murphy

Home

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[Governor Phil Murphy](#)

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[First Lady Tammy](#)

[Snyder Murphy](#)

[Cabinet](#)

[Boards, Commissions](#)

[& Authorities](#)

[Internship](#)

[Opportunities](#)

[Governor’s Residence](#)

[- Drumthwacket](#)

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[Transportation](#)

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[Executive Orders](#)

[Statements on](#)

[Legislation](#)

[Administration Reports](#)

[Transition Reports](#)

[Press Kits](#)

Social

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[Twitter](#)

[Instagram](#)

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